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INTRODUCTION

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➤ One of the main leaders of comic book style in graphic design, is Chip Kidd. Chip Kidd was born in 1964 in Reading, Pennsylvania. Kidd attended and graduated from Pennsylvania State University in 1986 with a degree in graphic design. Throughout his career Chip Kidd has been a book designer, graphic designer, editor, author, lecturer, and musician. He has worked for the Alfred A. Knopf publishing house for an ongoing fifteen years and has had his work featured in Vanity Fair, Time, The New York Times, Graphis, New York, and ID magazines, as well as writing about graphic design for Vogue, The New York Times, the New York Observer, Arena, Details, The New York Post, and Print magazines and his novel Cheese Monkeys. One of his most famous pieces is the book cover and movie poster for Jurassic Park. Although, according to Kidd, "A signature look is crippling...[because] the simplest and most effective solutions aren't dictated by style," Kidd has created many designs that would fall under the category of comic book style. Chip Kidd has created thousands of cover designs for books and uses odd, ambiguous imagery that follows an underlying historicist style. If you would like to view his portfolio you can visit his website at https://chipkidd.com/home/portfolio/.