



Stop, Think, Go, Do: How Typography and Graphic Design Influence Behavior

By Steven Heller, Mirko Ilic

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This revolutionary guide is not only the first to look at how typography in design creates a call to action, but it also explores type and image as language. *Stop, Think, Go, Do* is packed with arresting imagery from around the world that influences human behavior. Page after page, you'll find innovative messages that advocate, advise caution, educate, entertain, express, inform, play, and transform.



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Editorial Review

About the Author

Steven Heller is the co-chair of MFA Design (Designer as Author + Entrepreneur) at the School of Visual Arts in New York and the co-founder of MFA Design Criticism, MFA Interaction Design, MPS Branding and MFA Products of Design. He is the author or editor of over 135 books, including *I Heart Design*, and coauthor of *The Design Entrepreneur* and *Anatomy of Design*. <http://www.hellerbooks.com>

Mirko Ilic is founder of Mirko Ilic Corp., in New York City. He has received medals from Society of Illustrators, Society of Publication Designers, Art Directors Club, I.D. Magazine, and Society of Newspaper Design. Ilic is co-author of *The Anatomy of Design* with Steven Heller and co-author of *The Design of Dissent* with Milton Glaser. <http://www.mirkoilic.com>

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