

Forget all the rules you ever learned about graphic design. Including the ones in this book.  
By Bob Gill.



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Page	Description	Client/publisher	Collaborators	Date
9	Television title: "Private Secretary"	CBS Television		1955
11	Logo: TA	Television Automation Ltd.		1979
14	Poster: cricket	Anti-apartheid Movement		1964
15	Party invitation	John Cole		1968
16	Trade ad: blah, blah	Cammell/Hudson/Brownjohn		1969
17	Booklet cover: small print	Martins RentACar		1970
18	Booklet cover: results	Girls Clubs of America, Inc.		1980
19	Announcement: Gill Bold	Society of Typographic Designers		1976
22	Poster: <i>The House of Bernarda Alba</i>	Greatneck Theater		1956
23	Children's book: <i>I keep changing</i>	Emme Edizioni		1970
24	Magazine illustration: old people	<i>Queen</i>		1965
25	Magazine illustration: young boy	<i>Design</i>		1966
26	Mailer: gumball machine	Langen & Wind Inc.		1956
27	Mailer: printing press	Record Printing		1954
28	Announcement: I Musici	Concert Associates Inc.		1958
29	Illustration: shoemaker	I. Miller	Peter Pallazzo, art director	1958
30	Poster: Milky bar	Nestle's Ltd.		1960
31	Booklet cover: paper	ALP Paper, Ltd.		1980
32	Illustration: traffic	(English) <i>Sunday Times</i>		1963
33	Poster: 3 photographers	Photographers Gallery		1972
34/35	Posters: rock concerts	The Rainbow Theatre		1970
36	Illustration: energy	<i>Architectural Forum</i>		1955
37	Illustration: <i>Beatlemania</i>	Leber & Krebs		1976
38	Poster: <i>In-Laws</i>	Warner Communications*		1979
39	Poster: <i>The Mattei Affair</i>	The Gate Cinema		1974
42/43	Trade ad campaign	Designers & Art Directors Club		1968
44	Letterhead: post card	Dateline Productions Ltd.		1976
45	Moving announcement	Gill		1968
46	Poster: <i>Let's Get a Divorce</i>	Mermaid Theatre Trust		1969
47	Announcement: Gill/Kynoch	Kynoch Press Ltd.		1970
48	Announcement: exhibition	Designers & Art Directors Club		1968
49	Poster: Them/Us	Angel Action Group		1974
50	Cover: Bach to Gershwin	Cystic Fibrosis Foundation		1977
51	Poster: Christmas	Curwen Gallery		1970
52	Logo	Songwriters Hall of Fame		1979
53	Logo: baggage	Steve Baum		1977
54	Mailer: playing card	Langen & Wind Ltd.		1965
55	Poster: sold, let, filled	Evening Standard Ltd.		1962
58	Logo: BCM	Bath Cabinet Makers	Lettering: George Hoy	1964
59	Logo: <i>Anti-apartheid News</i>	Anti-apartheid Movement		1963
60	Logo	Harlech Television	Designed with Robert Brownjohn	1968
61	Logos	Mears/Caldwell/Hacker	Lettering: George Hoy	1966
62	Logo: Almost Free Theatre	Interaction Trust		1970
63	Logo: Times Square Fair	Alex Parker	Photo: Ken Haas	1976
64	Logo: H	Brian Harvey		1968
65	Letterhead	David Cammell		1969

Page	Description	Client/publisher	Collaborators	Date
66	Logo	Papermania	Photo: John Summerhayes	1975
67	Logo	The Happy Store		1976
68	Logo	Locationstudios	Lettering: Roger Hudson	1973
69	Trade ad: messy printing	Planet Displays		1965
70	Ad: 20 percent off	Martins RentaCar		1969
71	Poster: coffee pot	Troubadour Coffee House		1961
72	Logo: C6	Cinema Six		1967
73	Letterhead	Piers Jessop Pictures Ltd.		1970
74/75	Posters	Rainbow Theatre		1970
76	Logo: maven	Robert Rabinowitz		1979
77	Logo: <i>Horowitz</i>	Joel Schenker*	Lettering: George Hoy	1979
78	Cover: vitamins	Parker's Naturals		1976
79	Logo: <i>Casey's Shadow</i>	Columbia Pictures	Lettering: Ozzie Greif	1978
80	Logo	Kynoch Graphic Design		1970
81	Announcement: Gill/Gordon	Robert Gordon Associates		1955
82	Logo: Yes	Rainbow Theatre		1970
83	Logo	Lyrics Inc.		1978
84	Logo	Trevor Bond Associates		1972
85	Logo	George Hoy	Lettering: George Hoy	1962
86	Logo: 55 Avenue du Maine	Victor Herbert	Lettering: George Hoy	1969
87	Logo: <i>92 in the Shade</i>	Elliott Kastner		1974
90	Logo: <i>American Capitalism</i>	Penguin Books Ltd.		1963
91	Logo: British packaged goods	Board of Trade (UK)		1964
92	Ad: Better Red than Dead.	El Al Israel Airlines	Photo: Bob Brooks	1964
93	Ad: This is a winter coat.	El Al Israel Airlines	Photo: Bob Brooks	1964
94	Poster: baby show	Nestle's Ltd.		1960
95	Magazine cover: cop	<i>The Lawyer</i>		1966
96	Logo: <i>Julius Caesar</i>	Commonwealth United Prod.	Photo: John Summerhayes	1971
97	Image: Roman statue	El Al Israel Airlines	Photo: John Cole	1965
98	Poster: <i>Dogg's Hamlet</i>	Interaction Trust*		1979
99	Poster: <i>Louis Malle</i>	Elliott Kastner		1968
100	Logo: <i>Jam</i>	Seven Scenes Prod.	Photo: John Summerhayes	1969
101	Logo	Fucci/Stone Productions	Drawing: Bobby Gill	1970
102	Moving announcement	Will Hayett Inc.		1955
103	Magazine cover: bad signs	<i>Design</i>		1962
104	Logo	John Page, sound		1973
105	Title page: <i>Bob Gill's portfolio</i>	Lund Humphries		1968
106	Announcement: color/colour	Langen & Wind Ltd.		1970
107	Logo: lunch	United Nations Association (UK)		1974
110	Business card	Field Planning Corporation		1977
111	Logo: Broadway	Alex Parker		1976
112	Trade ad: plumbing	Langen & Wind Ltd.	Photo: John Summerhayes	1970
113	Magazine illustration: businessman	<i>Nova</i>		1971
116/117	Magazine illustrations: pipe smoker	<i>Town</i>		1968
118	Magazine cover: pencil sharpener	<i>Idea</i>		1958
119	Poster: <i>Dorian Gray</i>	Greenwich Theatre		1975
120	Calendar: hair	Robert Norton Assoc.	Photo: John Summerhayes Haircutting: Bobby Gill	1970
121	Cover: Raquel Welch	Commonwealth United Prod.	Photo: Terry O'Neil	1971
122	Magazine illustration: student	<i>Time</i> *	Photo: Marty Jacobs	1977
123	Posters: <i>Magic Christian</i>	Commonwealth United Prod.		1972
124	Book jacket: <i>Some of My Best Recipes Are Jewish.</i>	ORT*		1971
125	Cover: cake/bread	Investors Overseas Services*	Photo: Marty Jacobs	1965
127	Mailer: 74 colors	Record Offset		1977
128/130	Posters: "... and justice for all."	Columbia Pictures*	Photos: Marty Jacobs	1979
131	Magazine illustration: Montgomery	<i>Queen</i>		1961
132	Record sleeve: <i>Wonderwall</i>	Apple Corps Ltd.		1968
133	Children's book: <i>Ups &amp; Downs</i>	Emme Edizioni		1973
134	Magazine cover: Cheech & Chong	<i>High Times</i>	Photo: Tony Costa	1980
135	Letterhead: cigar	Wylton Dickson Prod.	Photo: John Summerhayes	1969

Page	Description	Client/publisher	Collaborators	Date
136	Poster: <i>The Night of the Following Day</i>	Universal Pictures	Photo: Louis Bloch-Laine Retouching: Roger Hudson	1970
137	<i>The Blank Signature</i> by René Magritte.		Courtesy Private Collection.	
138	Poster: <i>Go-between</i>	ATV	Photo: John Summerhayes	1968
139	Logo: <i>Freestyle</i>	Wells/Rich/Greene	Photo: Marty Jacobs	1978
140	Record sleeve: Magic Man	Atlantic Records	Photo: Robin Robin Retouching: Bernard Wolsk	1979
141	Poster: <i>Midnight Express</i>	Columbia Pictures*	Photo: Robin Robin	1978
142/143	Slipper display	Pirelli Ltd.	Photos: Marty Jacobs	1965
144	Logo: <i>Dancin'</i>	Jules Fisher Assoc.	Photo: Jack Mitchell Retouching: Bernard Wolsk	1977
145	Magazine illustration: left feet	<i>Queen</i>		1965
146	Record sleeve: Colin Bates	Troubadour Records	Photo: John Summerhayes Retouching: Roger Hudson	1970
147	Book jacket: scale	Lund Humphries	Photo: John Summerhayes	1968
148	Magazine illustration: jazz	<i>Queen</i>		1962
149	Magazine illustration: psychiatrist	<i>Queen</i>		1962
150	Poster: Mother's Day	Abraham & Straus	Photo: Ken Haas	1976
151	Logo	AGM	Photo: John Summerhayes	1969
152/153	Ad campaign: cigarettes	Name withheld by request*		1978
154/155	Children's book: <i>A to Z</i>	Little, Brown & Co.		1961
156	Magazine illustration: impossible figure	<i>High Times</i>		1980
157	Letterhead: portrait	Carol Cutner	Photo: Carol Cutner	1970
158	Calendar page: eleven	Interaction Trust		1977
159	Dance program cover	Daniel Nagrin	Photo: John Summerhayes	1974
165	Portrait	Uncle Lou		1936
	Business card	Gill		1947
	Magazine cover: Thonet chair	<i>Interiors</i>		1951
	Book jacket: Rickey	Scribners		1951
	Mailer: sweater	Gill		1954
166	Serigraph: Brighton	Portal Gallery		1961
	Children's book: <i>What colour is the world?</i>	Anthony Blond Ltd.		1962
	Book: <i>Graphic Design</i>	Studio Vista Ltd.	Written & designed with Alan Fletcher & Colin Forbes	1964
167	Book: <i>Bob Gill's portfolio</i>	Lund Humphries		1968
	Peace monument: model	Alex Parker		1975
168	Poster: <i>Beatlemania</i>	Leber & Krebs*	Photos: Marty Jacobs	1976