

When Typography Becomes Emotion

'Made You Look'

- Stefan Sagmeister



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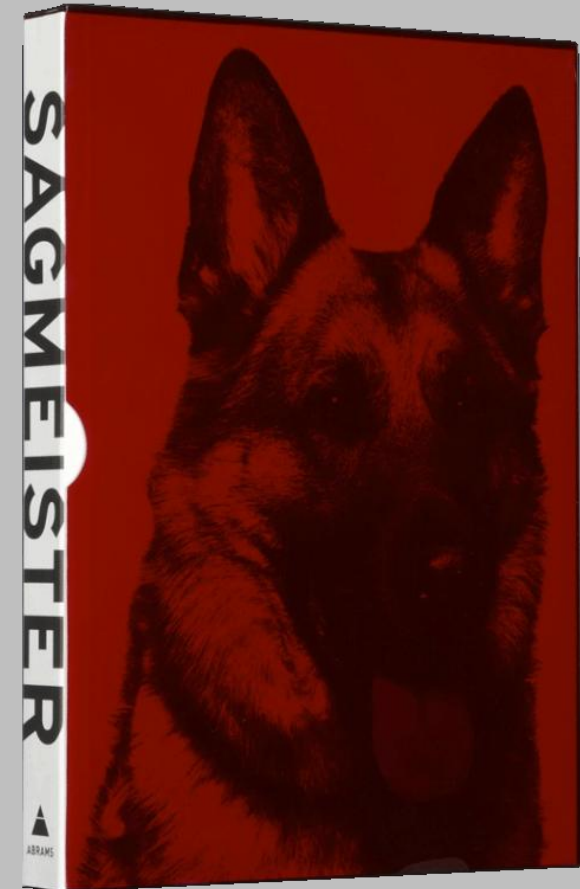
1. General Information

Author: Stefan Sagmeister

Published: 2001

Category: Design Portfolio

Contents: Sagmeister has included many **personal notes, design insights, and even failures** in the book, making it not only a showcase of success stories, but also an exploration of **emotional expression**.



2. Why 'Made You Look' ?

Designing experiments - Cover design



For the cover design, the author used unconventional materials to make the book more emotional and striking, while the pull-out opening adds interactivity with the reader.

<https://sagmeister.com/work/made-you-look/>

2. Why 'Made You Look' ?

Emotional typography - Inside



This is a handwritten draft, and the handwritten elements add a personal emotional touch, allowing readers to feel the designer's genuine emotions and thought process.

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THANKS!

