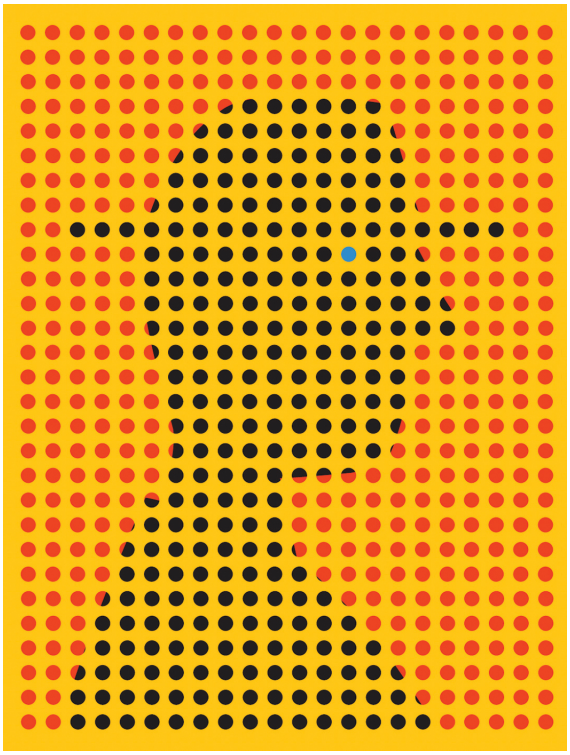
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Drawn

Craig Frazier

ISBN	9781957183916
Publisher	ORO Editions
Binding	Hardback
Territory	World excluding USA, Canada, Australasia, China, Hong Kong, Taiwan, South Korea, and Japan
Size	262 mm x 197 mm
Pages	300 Pages
Illustrations	250 color
Price	£39.95

- ***Drawn*** is a compendium tracing Craig Frazier's 40-year career as an internationally recognised designer/illustrator known for his visual riddles, graphic wit, and simplicity
- ***Drawn*** is for the creatively curious - designers, illustrators, writers, photographers, art directors, CEOs, entrepreneurs, students and professionals alike. It is for anyone - inside the design profession and out - in search of their own unique voice in their work
- ***Drawn*** showcases 250 full-colour illustrations and 180 drawings from his projects and personal sketchbooks
- Craig describes how he translated his childhood love of drawing into a lifelong career making images for clients around the world. He demonstrates how the discipline of being an 'illustrating graphic designer' was the perfect foundation for becoming a 'designing illustrator'
- Presented in image and word, ***Drawn*** serves to inspire and remind us of the rich rewards of loving your job

Drawn is a compendium of Craig Frazier's illustrations for the most prominent publications and businesses in America and abroad. The book presents over 250 illustrations and sketches curated from a career spanning over 40 years. Respected by design peers and leaders in business, Frazier's illustrations connect two often disparate audiences with wit, metaphor and unabashed simplicity. Incorporated are several essays by Frazier on his upbringing and love of drawing, the transition from designer to illustrator, the computer, the business of illustrating, and myriad stories of how – and why – he makes the work that he makes.

Through essays and illustration, ***Drawn*** shows Frazier's career of work as a designer then an illustrator. He reveals in personal detail the principles and underpinnings of that work. Frazier talks about the business of illustration and his early plan he had to secure the right clientele and the style that he was formulating. He describes his commitment to create conceptual illustrations that are embedded with visual riddles, incongruities and wit designed to intrigue the reader – the style he is recognised for.

Drawn is a deeply personal journey through Frazier's creative career. His candor in word and work is equally inspiring and entertaining.

For the past 26 years, **Craig Frazier** has been illustrating the stories and communication of American business. Eighteen years prior to that (1978-1996), Craig was a graphic designer working for the most prestigious companies in technology, the arts, and furniture.

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