



Thinking in Icons: Designing and Creating Effective Visual Symbols

Felix Sockwell

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From the most refined corporate visual systems to the ubiquitous emoji, icons have become an international language of symbols as well as a way to make a wholly unique statement. In *Thinking in Icons*, artist and designer Felix Sockwell takes readers through the process of creating an icon, covering many styles and visual approaches. Sockwell also offers examples of his collaborations with Stefan Sagmeister, Debbie Millman, and other high-profile designers, and features the work he has done with an impressive roster of blue-chip international brands, including Apple, Facebook, Google, Hasbro, Sony, *The New York Times*, and Yahoo.



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