



**NO STARCH  
PRESS**

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**THE CULT OF IPOD, NO STARCH PRESS MAKE 2006 COMMUNICATION ARTS  
DESIGN ANNUAL**

**November 2006, San Francisco**—The designer behind *The Cult of iPod*, Derek Yee of Octopod Studios, was selected for inclusion in the 2006 Design Annual compiled by Communication Arts magazine, a special issue showcasing the best designs of the year. *The Cult of iPod* garnered mention in the Books & Jackets category for the unique and creative design elements Yee used to reflect the music player's essence. 76,000 copies of the Design Annual issue are sold and distributed worldwide, according to Communication Arts, which bills this as "the largest and most eminent of all juried competitions in graphic design."

The magazine's entry on *The Cult of iPod* explains, "There were little details in the design to make the book more iPod-like, such as a battery that depletes as you read, and iTunes Table of Contents, rounded corners and a book jacket that mimics the front and back of an iPod." *The Cult of iPod* has previously been recognized in the 2006 annual STEP inside 100 competition and won a 2005 Ippy Award for "Most Unique Design" from Independent Publisher magazine.

Juried by top design professionals and attracting entries from 20 countries, each year's Communication Arts Design Annual features 250 pages of the best work in posters, brochures, packaging, trademarks, corporate identity, annual reports, catalogs, letterheads and signage, and is fully indexed for reference, according to the magazine's website ([http://www.commarts.com/ca/magazine\\_d/toc/ISS200611.html](http://www.commarts.com/ca/magazine_d/toc/ISS200611.html)). The magazine's panel of seven leading interactive media professionals spent 10 weeks thoroughly reviewing this year's entries.

"You don't hear about many computer books being recognized for outstanding design achievement, but it's consistent with our desire to bring something new to the table and always push the envelope," said Bill Pollock, founder of No Starch Press. "We work with authors who have something interesting and different to say, and we like the design of their books to reflect that attitude. Derek has always known just how to capture it."

Octopod Studios has been an important partner of No Starch Press for nearly 10 years, coming up with the eye-catching designs for most of its books, including the best-selling Steal This Computer Book series, the Wicked Cool series, and the retro look of the core of No Starch Press titles, and even the No Starch Press t-shirt. More examples of Yee's book design work are available at [www.nostarch.com](http://www.nostarch.com).

Founded in 1959, Communication Arts is the leading trade journal for visual communications. It's the largest design magazine in the world and showcases the top work in graphic design, advertising, illustration, photography and interactive design. Communication Arts was the first major design publication to launch a Web presence in 1995.

**ABOUT Octopod Studios**

Octopod Studios is a multi-disciplinary creative group based in the San Francisco Bay Area. For over seven years, we've been delivering innovative communications solutions in print and on the web. Although our clientele is as diverse as one-person startups to global corporations, our ideology remains the same: a respect for the project, an approach that doesn't rely on trends, and a commitment to substance over style.

**ABOUT NO STARCH PRESS:** Founded in 1994, No Starch Press is one of the few remaining independent computer book publishers. We publish the finest in geek entertainment—unique books on technology, with a focus on Open Source, security, hacking, programming, and alternative operating systems. Our titles have personality, our authors are passionate, and our books tackle topics that people care about. See [www.nostarch.com](http://www.nostarch.com) for more. (And by the way, most No Starch Press books use RepKover, a lay-flat binding that won't snap shut.)

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