

## Graphic Design A Concise History Second Edition World Of Art

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Graphic Design: A Concise History (World of Art): Amazon ...

Graphic Design: A Concise History (World of Art) by Richard Hollis at AbeBooks.co.uk - ISBN 10: 0500203474 - ISBN 13: 9780500203477 - Thames and Hudson Ltd - 2001 - Softcover

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Graphic Design: A Concise History (World of Art) This authoritative documentary history begins with the poster and goes on to chart the development of word and image in brochures and magazines, advertising, corporate identity, television, and electronic media, and the impact of technical innovations such as photography and the computer.

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A revised and expanded history surveying a vast range of media and including the technologically induced changes in graphic design since 1990. Starting with posters, advertising and corporate identity, it charts the development of word and image up to and including the impact of digital technology.

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Richard Hollis takes as a starting point the idea that graphic design begins in the late nineteenth century with the development of the poster which combined word and image. If you are happy to ignore what went before, what he presents is thought provoking and a visual treat.

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5.0 out of 5 stars Concise History of Graphic Design. 26 December 2013. Format: Paperback Verified Purchase. I checked this book out in my university library to help with some essays and then decided to purchase as its such a good resource. It is an informative, well-designed book with plenty of relevant imagery as illustrations.

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From its roots in the development of printing, graphic design has evolved as a means of identification, information, and promotion to become a profession and discipline in its own right. This authoritative documentary history begins with the poster and goes on to chart the development of word and image in brochures and magazines, advertising, corporate identity, television, and electronic media, and the impact of technical innovations such as photography and the computer. For the revised edition, a new final chapter covers all the recent international developments in graphic design, including the role of the computer and the Internet in design innovation and globalization. In the last years of the twentieth century, at a time when "designer products" and the use of logos grew in importance, the role of graphic designers became more complex, subversive, and sometimes more politicalwitness Oliviero Toscani's notorious advertisements for Benetton. Digital technology cleared the way for an astonishing proliferation of new typefaces, and words began to take second place to typography in a whole range of magazines and books as designers asserted the primacy of their medium. Designers and companies discussed here include Neville Brody, David Carson, Design Writing Research, Edward Fella, Tibor Kalman, Jeffery Keedy, LettError, Pierre di Sciullo, Tomato, Gerard Unger, Cornel Windlin, and a host of others. Over 800 illustrations, 30 in color.

Covers a wide range of graphic design including film, magazines and posters. Also cover techniques used such as airbrushing and computer generated images

A new edition of a seminalbook on the history of graphicdesign in the twentieth centuryby one of the leadingauthorities in the field.

From the man who brought you the layout of John Berger's 'Ways of Seeing' comes a comprehensive selection of writings covering over 40 years of reflection on graphic design history, from interviews, essays, letters and articles to lectures and course outlines. Designed by Richard Hollis himself and densely illustrated with over 500 thumbnail images, 'About Graphic Design' charts the insatiable curiosity and methodological rigour of the renowned graphic designer, graphic design theorist and historian.

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Aiming to place design developments in their broader context, this text describes the history of design from its emergence as a separate discipline around 1750 to the present. Arranged chronologically, and with colour-coded pages for ease of reference, the book includes time-lines and designers' biographies, as well as feature spreads on notable designers and companies. There is also a detailed list of major design museums and collections.

Originally published: London: Laurence King Pub., 2006.

A comprehensive guide to graphic design and print.

"Applied art and design have shaped culture and the economy in Finland since the late 19th century. In this process they have become an integral aspect of the identity and international image of the country. This book outlines the evolution of design in Finland from the founding stages of the 1870s to the beginning of the 21st century. It focuses on its main underlying factors -- industries, training and education, culture, designers and products. Design has operated in the tension between art and industry, and continues to do so, belonging to both but never exclusively to either one."--Publisher's description.

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