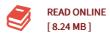




Graphic Design: A Concise History (Paperback)

By Richard Hollis

Thames Hudson Ltd, United Kingdom, 2002. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. The story of graphic design is one of the most exciting and most important in the history of 20th-century visual culture. Created to inform, identify and promote, graphic design has evolved from its roots in the development of printing to become a profession and a 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 effects of technical innovations such as photography and the computer. A new final chapter in this revised edition covers the international development and leading practitioners in graphic design over the past ten years, exploring in particular the revolutionary impact of digital technology. Designers and companies discussed here include Tibor Kalman, David Carson, Jeffrey Keedy, Edward Fella, Pierre di Sciullo, Fontshop, Tomato, LettError, Design Writing Research, Gerard Unger, Fred Smeijers and Cornel Windlin.



Reviews

Unquestionably, this is actually the greatest function by any author. I was able to comprehended every little thing using this created e ebook. Its been printed in an remarkably straightforward way which is merely following i finished reading this ebook in which in fact altered me, alter the way i think.

-- Arianna Witting

An exceptional book as well as the font used was exciting to read. It is actually rally intriguing throgh reading time. You will not sense monotony at anytime of the time (that's what catalogues are for about when you ask me).

-- Crystel Hagenes