



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.



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