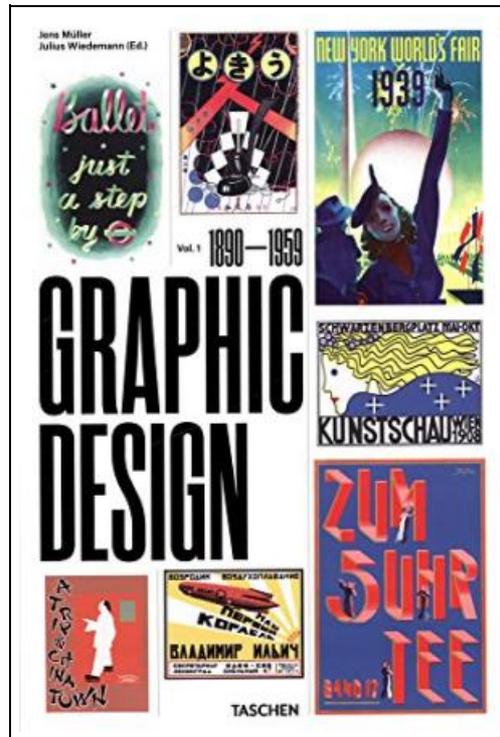# History of Graphic Design Volume 1: 1890-1945

Filesize: 4.12 MB

Reviews

This pdf is indeed gripping and interesting. It is definitely simplistic but shocks within the 50 percent of your book. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Michael Spinka)

HISTORY OF GRAPHIC DESIGN VOLUME 1: 1890-1945

Taschen January 2018, 2018. Hardcover. Condition: New. Visual Spirit of the Ages How graphic design came about History is a complex business. Fortunes boom and bust, empires wax and wane, and change--whether social, political, or technological--has its winners, its losers, its advocates, and its enemies. Through all the turbulent passage of time, graphic design--with its vivid, neat synthesis of image and idea--has distilled the spirit of each age. This book offers a comprehensive history of graphic design from the end of the 19th century to the ruins of World War II. It traces the evolution of this creative field from its beginning as poster design to its further development into advertising, corporate identity, packaging, and editorial design. Organized chronologically, the volume features over 2,000 seminal designs from all over the world, 72 of which are profiled in detail besides 57 leaders in the field, including Alphonse Mucha (chocolate advertisements), Edward Johnston (London Underground logo and typeface), El Lissitzky (constructivist graphics), Herbert Matter (photomontage travel posters from Switzerland), Saul Bass (animated opening titles), and A. M. Cassandre (art deco posters). With his sweeping knowledge of the field, author Jens Muller curates the standout designs of each year alongside a sidebar of design milestones. Meanwhile, in his introductory essay, David Jury situates graphic design from its point of origin in 19th-century printing, engraving, and lithography, where striking creative differences were already to be seen in theater posters and newspaper advertisements. Each consecutive decade is then prefaced by a succinct overview as well as a stunning visual timeline, offering a vivid display of the variety of graphic production in each decade as well as the global landscape which it at once described and defined. As we move on from and reflect upon the 20th century, this staggering collection represents the foundations of what...

Read History of Graphic Design Volume 1: 1890-1945 Online

Download PDF History of Graphic Design Volume 1: 1890-1945

Other PDFs

Read Write Inc. Phonics: Orange Set 4 Storybook 2 I Think I Want to be a Bee

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 209 x 149 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read...

[Download PDF »](#)

Dog Farts: Pooter s Revenge

Createspace, United States, 2013. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.BONUS - Includes FREE Dog Farts Audiobook Inside! That s right.For a limited...

[Download PDF »](#)

Design Collection Creative Cloud Revealed Update (Mixed media product)

Cengage Learning, Inc, United States, 2013. Mixed media product. Book Condition: New. 239 x 193 mm. Language: English . Brand New Book. Your Adobe Creative Cloud package includes two components: 1) Online access to Adobe...

[Download PDF »](#)

Design Collection Revealed: Adobe InDesign CS6, Photoshop CS6 Illustrator CS6

Cengage Learning, Inc, United States, 2012. Paperback. Book Condition: New. 236 x 190 mm. Language: English . Brand New Book. THE DESIGN COLLECTION REVEALED provides comprehensive step-by-step instruction and in-depth explanation for three of today...

[Download PDF »](#)

Music for Children with Hearing Loss: A Resource for Parents and Teachers

Oxford University Press Inc, United States, 2014. Paperback. Book Condition: New. 228 x 156 mm. Language: English . Brand New Book. Written by an expert in the field who is both a teacher and a...

[Download PDF »](#)