Richard Hollis Graphic Design A Concise History

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

A collection of essays on book design by Catherine de Smet, James Goggin, Jenni Eneqvist, Roland Früh, Corina Neuenschwander, Sarah Gottlieb, Richard Hollis, Chrissie Charlton, Armand Mevis

Now in a new edition--with new material--is the million-copy bestseller on our shared endeavor to become what we already are: human beings. In more than 50 insightful meditations, Eugene Kennedy helps readers to better understand the human condition and to live with humor, compassion, and purpose. It is not a cure for loneliness or the thousands of pains that come from being alive, but it can help one get through bad times and help others do the same.

Twenty years in print, The Thames & Hudson Dictionary of Graphic Design and Designers contains around 750 entries offering detailed information on every important graphic designer, movement, agency, practice and publication from 1840 up to the present day. The dictionary gives clear and accessible definitions, from technical minutiae of typography to computer-aided design and printing. Cross-references make navigating between entries simple. The endmatter contains a handy bibliography of key texts and recommended reading, as well as a timeline that puts the most influential individuals, developments and movements in chronological order. This third edition contains over 200 new, updated or expanded entries (as well as 45 new illustrations, 22 in colour) on the latest designers, terms and influences; content that ranges from Adobe InDesign to Manga, and from Chip Kidd to Marian Bantjes. Redesigned and re-typeset throughout, the book remains an indispensable reference tool to all students and practitioners of graphic design.

An extensively illustrated survey of the role of type in culture from pre-history through the 1960s. French graphic designer and writer Robert Massin (b. 1925) is one of the key figures in the development of postwar graphic design.

La exposición está dedicada a la faceta de Le Corbusier como productor de libros: 35 publicaciones que constituyen proyectos tanto intelectuales como materiales, cuya elaboración estuvo íntegramente dirigida por el propio Le Corbusier, sin contar entre ellos libros sobre su propia obra con contribuciones propias, numerosos artículos y proyectos editoriales inacabados. La concepción gráfica de los libros de Le Corbusier se basa en los movimientos que transformaron la tipografía, el grafismo y el libro en el siglo XX. Le Corbusier se inscribe en la continuación de una cultura clásica que relaciona el libro con la arquitectura, reflejando su estrecha relación con las prácticas artísticas de sus contemporáneos, pero resistiendo en ocasiones a las corrientes de la época, especialmente las aportaciones de las vanguardias.

Graphic DesignA Concise History

One of the seminal texts of graphic design, Paul Rand's Thoughts on Design is now available for the first time since the 1970s. Writing at the height of his career, Rand articulated in his slender volume the pioneering vision that all design should seamlessly integrate form and function. This facsimile edition preserves Rand's original 1947 essay with the adjustments he made to its text and imagery for a revised printing in 1970, and adds only an informative and inspiring new foreword by design luminary Michael Bierut. As relevant today as it was when first published, this classic treatise is an indispensable addition to the library of every designer.

One of the most memorable books I have ever read. This memoir of a child caught up in the Holocaust is unputdownable. It tells what happened to this unprotected youngster as the fragrant peacetime days end, the Germans invade his homeland, and the nauseating stench of mass murders fills the air. The simple honesty with which Romek Marber tells his story is elegant and lucid. He is careful not to exaggerate or mislead, and this gives his account an awesome power. Do read it.-- Len Deighton

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.

Providing an essential grounding for both students and professionals, this text takes readers through every aspect of typography, from the history of language and writing systems to the invention of moveable type and the evolution of the digital systems of today.

After a trip to Japan in 1953, Werner Bläser published his landmark book on Classical Japanese architecture. His studies of 17th-18th-century wooden buildings document minimalist, grid-based structures using stark black-and-white photographs, some color photographs and numerous line drawings. His book, highly prized in terms of design and content, contributed significantly to introducing Japanese aesthetics to Western architecture, art and graphics. Mies van der Rohe, for example, gave it to many of his friends. The reprint is enriched by a text on the history of the book by Christian Blaser, Werner Blaser's son, a contribution by Inge Andritz on Mies van der Rohe and Japanese architecture, and a personal afterword by Tadao And.

What is Graphic Design? explores the issues that have shaped design today and looks at how graphic design has

evolved over time, from the development of printing to the present day. The second chapter breaks the discipline down into its elements, looking at typography, how text and images are at the heart of graphic design, and how reproduction underpins every aspect of graphic design. The book concludes with an analysis of a group of young designers who illlustrate just how broad and rich the profession can be. The new edition of this classic handbook has been thoroughly revised and redesigned, with content focusing on developments in new media. An accessible handbook which is a must-have for both students and professional designers.

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.

Richard Hollis has been called "the graphic designer's designer." Best known as the author of the classic Graphic Design: A Concise History (1994), it is his six decades of design work that is currently undergoing a long overdue critical reevaluation. In Richard Hollis Designs for the Whitechapel, author Christopher Wilson focuses on the visual identity Hollis developed during the 1970s and 80s for London's then up-and-coming Whitechapel Art Gallery. Working closely with curators and artists, Hollis designed a series of conceptually rigorous posters, brochures, and catalogs for pioneering exhibitions by artists such as Georg Baselitz, Anselm Kiefer, Joseph Cornell, Philip Guston, and Frida Kahlo. This timely collection presents all of Hollis's masterpieces of understatement, along with critical essays and interviews.

The best letterhead designs from 1915 to 1950.

Looks at the social and cultural aspects of graphic design from prehistory to the present day.

'Graphic Design' comprises some of the most influential texts published in English about graphic design history. The book documents the development of the relatively young field from 1983 to today, underscoring the aesthetics, theoretical, cultural, political and social tensions that have underpinned it from the beginning.

The Story of Graphic Design is narrative history at its best. In it, historian and designer Patrick Cramsie tells us how, over the course of centuries, the Western world has deployed the written word to communicate ideas---first in manuscripts and books, and then in increasingly proliferating forms: maps, advertisements, newspapers, posters, and now computer screens. This is above all a story of creative achievement: from the anonymous letterer of Trajan's Column in ancient

Rome to Paul Rand, master of the corporate logo, the designers who have shaped the way we experience the written word come alive in these pages. Cramsie's readable and comprehensive text is accompanied by hundreds of well-chosen illustrations --

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

"More than just a nice-to-look-at, easy-to-flip-through book...Pricken has loftier goals—namely, to transform readers into top creatives by introducing them to a variety of techniques and ideas."—Adweek

"Henry van de Velde (1863-1957) is a pivotal figure in design history: a bridge between nineteenth-century eclecticism and the emergence of a modern style. His range was prodigious: from furniture, domestic and shop interiors to ceramics, textiles, dresses, jewelery, silverware and books. He was also the architect of large private houses, theatres, museums and art galleries." --back cover of book

100 Years of Swiss Graphic Design takes a fresh look at Swiss typography and photo-graphics, posters, corporate image design, book design, journalism and typefaces over the past hundred years. With illuminating essays by prominent experts in the field and captivating illustrations, this book, designed by the Zurich studio NORM, presents the diversity of contemporary visual design while also tracing the fine lines of tradition that connect the work of different periods. The changes in generations and paradigms as manifested in their different visual languages and convictions are organized along a timeline as well as by theme. The various fields of endeavor and media are described, along with how they relate to advertising, art, and politics. Graphic design from Switzerland reflects both itnernational trends and local concerns. High conceptual and formal quality, irony and wit are its constant companions. A new, comprehensive reference work on Swiss design.

Modern Typography, 2nd Edition is a completely updated and revised edition of Robin Kinross's classic survey of European and North American typography since 1700, first published in 1992. In addition to numerous new illustrations and revised text, Modern Typography has been re-scaled to a new, convenient pocket format. Kinross's overview breaks ground by focusing on the history of typography as an intricate web of social, technical, and material processes, rather than a parade of typeface styles. Eye magazine calls Modern Typography the book that tells "how modern typography got to be the way it is." Together, Kinross's clear, concise writing combined with his extensive knowledge of the history of typography create a gold standard for how design history ought to be written.

War artist, Steve McQueen constructed an oak cabinet with 120 pull-out drawers containing large facsimile sheets of stamps, each featuring a photograph of a serviceman who has died in Iraq.

"Probably the most important work on typography and graphic design in the twentieth century."--Carl Zahn, The Museum

of Fine Arts, Boston

Karl Gerstnera (TM)s work is a milestone in the history of design. One of his most important works is Designing Programmes, which is presented here in a new edition of the original 1964 publication. In four essays, the author provides a basic introduction to his design methodology. Instead of set recipes, the method suggests a model for design in the early days of the computer era. The intellectual models it proposes, however, continue to be useful today. What it does not purvey is cut-and-dried, true-or-false solutions or absolutes of any kind - instead, it develops fundamental principles in an innovative and future-oriented way. The book is especially topical and exciting in the context of current developments in computational design, which seem to hold out the possibility of programmed design. With many examples from the worlds of graphic and product design, music, architecture, and art, it inspires the reader to seize on the material, develop it further, and integrate it into his or her own work.

Now in its second edition, this wide-ranging, seminal text offers an accessible account of the history of graphic design from the nineteenth century to the present day. Organized chronologically, the book makes an important critical contribution to the subject by presenting graphic design and typography as deeply embedded in the fabric of society in every era. This distinctive approach enables Stephen Eskilson to discuss the evolution of graphic design in light of prevailing political, social, military and economic conditions, as well as nationalism and gender. After surveying typography from Gutenburg to Bodoni, he traces the impact of the Industrial Revolution and the influence of Art Nouveau and the Arts and Craft movements on the graphic arts. In the richly contextualised chapters that follow, he chronicles the history of the early twentieth-century modernist design styles, the wartime politicization of American and Soviet regional styles, the Bauhaus, the rise of the International Style in the 1950s1960s, and the post-modern movement of the 1970s1980s right through to the challenges facing the worlds designers today. This second edition has been carefully reviewed and updated to best reflect contemporary scholarship. In addition to 75 new colour images, there is a revised final chapter that includes an up-to-date survey of the wealth of aesthetic, conceptual and technical developments in graphic design over the last few years.

Edited by Caroline Wetherilt, Roger Malbert and James Dalrymple. Essays by Lutz Becker and Richard Hollis.

With the international take-up of new technology in the 1990s, designers and typographers reassessed their roles and jettisoned existing rules in an explosion of creativity in graphic design. This book tells that story in detail, defining and illustrating key developments and themes from 1980-2000.

Looking Closer 2 offers more of the best recent writing on graphic design, covering new and important issues in design language, education, intellectual property, new media, the state of the business, and the place of design in society. The

collection presents a stimulating look at how design issues are affected by and affecting changes in contemporary culture.

Encompassing everything from magazine covers and posters to advertising and typography, this stunning volume is essential for fans of mid-century modern design. It follows the development of the hugely popular style, with its eye-popping palettes, experimental type, and kinetic images. Hundreds of color illustrations showcase work by international and influential artists-- including classic Saul Bass film posters, Alex Steinweiss record sleeves, and Lucienne Day textile prints.

Note from the publisher: The Interactive Resource Center is an online learning environment where instructors and students can access the tools they need to make efficient use of their time, while reinforcing and assessing their understanding of key concepts for successful understanding of the course. An access card with redemption code for the online Interactive Resource Center is included with all new, print copies or can be purchased separately. (***If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code - ISBN: 9781118922248). The online Interactive Resource Center contains resources tied to the book, such as: Interactive Resources: Flashcards featuring images from book for image identification self-study Self-test assessment by chapter Image Gallery featuring key designers and their work Downloadable Resources: Indices of key terms and people ***Winner of the First-Ever QED (Quality, Excellence, Design) award by Digital Book World*** This is the unrivaled, comprehensive, and award-winning reference tool on graphic design recognized for publishing excellence by the Association of American Publishers. Now, this Fifth Edition of Meggs' History of Graphic Design offers even more detail and breadth of content than its heralded predecessors, revealing a saga of creative innovators, breakthrough technologies, and important developments responsible for paving the historic paths that define the graphic design experience. In addition to classic topics such as the invention of writing and alphabets, the origins of printing and typography, and postmodern design, this new Fifth Edition presents new information on current trends and technologies sweeping the graphic design landscape—such as the web, multimedia, interactive design, and private presses, thus adding new layers of depth to an already rich resource. With more than 1,400 high-quality images throughout—many new or newly updated—Meggs' History of Graphic Design, Fifth Edition provides a wealth of visual markers for inspiration and emulation. For professionals, students, and everyone who works with or loves the world of graphic design, this landmark text will quickly become an invaluable guide that they will turn to again and again.

Still boasting one of the highest densities of high-quality designers, Switzerland is a uniquely coherent region. Dedicated to precision and effortlessly combining a modest, light touch with architectural themes and a healthy obsession for detail, Swiss designers have shaped their own visual language which, in its reduced formality, is particularly well suited to internet applications. A comprehensive overview of diverse talent, Swiss Graphic Design elegantly documents the outstanding standards and craftsmanship in all aspects of graphic design (vector graphics, typography, illustration and layout techniques) and illustrates the advantages of a unique, consistent and regional approach. In the preface Andre Vladimir Heiz provides a succinct classification of Swiss Design between tradition and revolution.

This anthology turns a critical eye on advertising, newspapers, commercial photography.

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