

Graphic Design A New History Second Edition

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ideas. Russian brothers. Created German film poster (High Society Wager) that revolutionized film poster. Exciting composition; Introduced close up and freeze frame. Influenced by the actual motion pictures.

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Among the directions graphic design has ventured into since 1990 is/are: a. abstract, expressive, disturbingly fractured and interrupted images collectively termed "grunge". b. co-option by corporations of hip, cool, anti-establishment themes and images, retooled to sell products.

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The book's final chapter looks at current trends in graphic design, with in-depth discussions of grunge, comic book, and graffiti aesthetics; historicism and appropriation; and the influence of technology, web design, and motion graphics. The second edition features over 80 new images, revised text throughout, a new chapter on 19th-century design, and expanded sections on critical topics including the Swiss Style, Postmodernism, and contemporary design.

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Graphic Design: A New History will draw students in with exciting imagery and expand their knowledge with an engrossing narrative that presents an evolution of events unfolding as with any captivating plot."—Rebecca Klein Ganz, Savannah College of Art and Design

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graphic design rather than ' a new history ' , if you like. In the final analysis, while the design and academic communities may find few surprises here, this title

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Now in its second edition, this innovative look at the history of graphic design explores its evolution from the 19th century to the present day. Author Stephen J. Eskilson demonstrates how a new era began for design arts under the influence of Victorian reformers, tracing the emergence of modernist design styles in the early 20th century, and examining the wartime politicization of regional styles.

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Presenting the history of graphic design, this book tells the story of the field from Gutenberg onwards. It also covers different materials including book, journal, magazine, album covers, photographs, prints, posters, logos, and websites.

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Graphic design in the modern era — Graphic design as we know it today really started developing in the modern era, roughly the late 1800s up until the end of World War II. While the 19th century was more about technological advancements and new capabilities, the modern era was about learning how to exploit these advancements for more artistic aims.

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