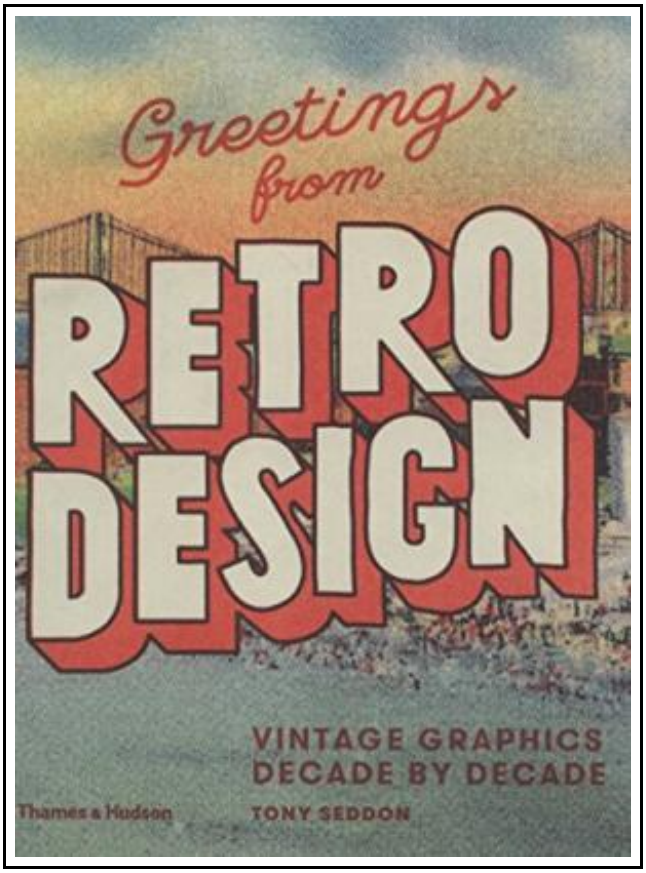
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Thames & Hudson Mai 2015, 2015. Buch. Book Condition: Neu. 255x196x24 mm. Neuware - A lively history of graphic design in the 20th century: a great source of inspiration for all designers Designers are often asked to evoke styles from the past. But just what makes a true 1950s look, as opposed to a 1930s or 1940s look Here is a lively survey of graphic design's development over the course of the 20th century. The book is introduced by a series of illustrated timelines highlighting the century's movements, visual trends and technological breakthroughs, with pointers towards influences from other fields such as politics, technology and architecture. Ten chapters follow, each devoted to one decade. Thorough and vibrantly illustrated analyses of its key styles are augmented by profiles of its most influential graphic designers, from Herbert Bayer and A. M. Cassandre through Alvin Lustig and Paul Rand to Tibor Kalman and David Carson. Information about the typefaces and colour palettes that defined each decade, and step-by-step guides to recreating key looks and styles using modern software, are also included. 224 pp. Englisch.

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