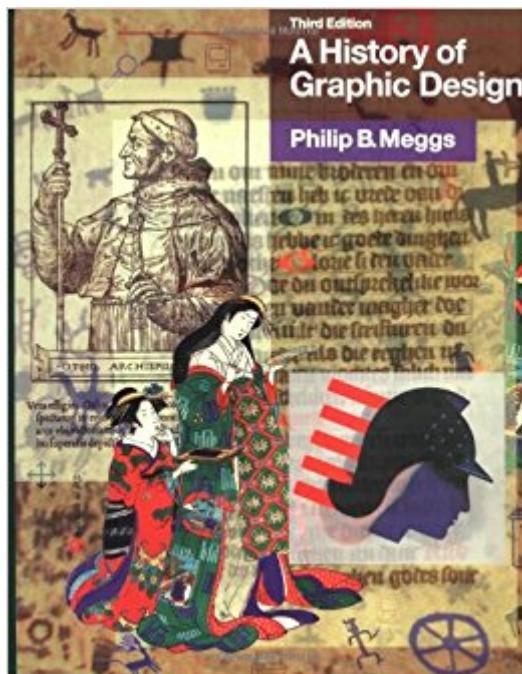


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# A History Of Graphic Design



## Synopsis

Critical acclaim for previous editions of *A History of Graphic Design* "I expect it to become a foundation and keystone of serious study . . . it is a fortress work." -Communication Arts "[It] traces the role of the designer as a messenger of culture." -STA Journal "Now . . . a hefty, yet concise, documentation of the entire field exists." -Print "It is a noble and formidable undertaking." -he Artist's Magazine "An excellent and invaluable work." -Library Journal "This is a reference work that reads like a novel. It's comprehensive, authoritative, graphic, and exciting." -U&lc: The Journal of Typographics "[This book] establishes graphic design as a profession. Bravo!" -Design Issues "A significant attempt at a comprehensive history of graphic design . . . it will be an eye-opener not only for general readers, but for designers who have been unaware of their legacy." -The New York Times "Mr. Meggs enthusiastically conveys these excitements to us, from the invention of photography and 'popular graphics of the Victorian era' through the Arts and Crafts movement, Art Nouveau, the Secession, the isms . . . to the Modern Movement. . . . More importantly, he shows us the joins as well as the parts." -Printing World After a decade of research by the author, the first edition of *A History of Graphic Design* was heralded as a publishing landmark by the Association of American Publishers, who awarded it a coveted award for publishing excellence. Now, after fifteen years of development in graphic design, this expanded and updated Third Edition includes hundreds of full-color images and new material in many areas, including alphabets, Japanese and Dutch graphics, and the computer revolution which has impacted all aspects of contemporary design and communications. With its approximately 1,200 illustrations, lucid text, and interpretive captions, the book reveals a saga of creative innovators, breakthrough technologies, and important design innovations. Graphic design is a vital component of each culture and period in human history, and in this account, an extraordinary panorama of people and events unfolds, including: \* The Invention of Writing and Alphabets \* Medieval Manuscript Books \* The Origins of Printing and Typography \* Renaissance Graphic Design \* The Arts and Crafts Movement \* Victorian and Art Nouveau Graphics \* Modern Art and Its Impact on Design \* Visual Identity and Conceptual Images \* Postmodern Design \* The Computer Graphics Revolution *A History of Graphic Design* is recognized as a seminal work; this Third Edition surpasses in detail and breadth the content, design, and color reproduction of previous editions. It is required reading for professionals, students, and everyone who works with or loves the world of graphic design. This comprehensive reference tool is an invaluable visual survey that you will turn to again and again.

## Book Information

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## **Customer Reviews**

In my opinion, this 3rd Edition "A History of GD" is the best reference book written about graphic design. This 500 plus pages book/bible is simply divided into 5 sections, 1) The Prologue to Graphic Design, 2) A Graphic Renaissance, 3) The Industrial Revolution, 4) The Modernist Era, and 5) The Age of Information. The topics range from the invention of writing to, creation of new typographic styles to, the digital revolution and computer art. There are plenty of graphics and photos on every page to accompany the wonderfully written text. If you study art history or graphic design, I think this would be a great reference book to have. It will take some time to read the entire book. But this is like a text book, so, reading only part of the chapters would be quite informative as well. Once you are done, you will definitely appreciate graphic design/graphic designers.

I bought this book for a class and am incredibly impressed. It covers the evolution of graphic communication from the earliest cave paintings to the web. This book has incredible pictures and describes different styles in an easy to understand format. It is thick, but is one of the best reference books for choosing style and historical content. I normally sell back my textbooks, but this one is staying in my library!

This is The Book, a must-have. Incredibly helpful. What I like best - it provides an outstandingly complete context in which certain individual works and trends were developed. Also, you don't have to read the whole - very big - book to understand the things you're currently looking for; it's a great reference. And if you don't find something, at least you know where else to look and which next

bookshelf to address. Nothing comes close.

After using all the editions, the latest isn't up to the late Phil Meggs' standards. In its attempt to be concise and concept oriented, it omits much cultural and marginal information that was interesting and flavorful. This edition is not as delicious as the others. I'm thinking of switching textbooks for my students.

I am a graphic design student, and this book was assigned for one of my classes. *The History of Graphic Design*, is such an amazing book. I find myself flipping through the pages for fun! You could read it over and over again, and always learn something new. This is a very thick book, full of vibrant pictures, and great for gathering your own ideas! If you could only buy one book on the history of graphic design, this should be that book!

Length: 0:45 Mins

This book is a must have if you are taking any graphic design courses. If you are already a graphic designer this book is also a must have. My class is long over and I won't sell this book, that says something considering I am a starving student, well maybe not starving. I bought this for a class and I ended up reading it just because the information presented is both interesting and also very digestible to the average reader. It is a very interesting book that you can keep long after the class is over. One thing is it makes a fantastic coffee table book. It would not be out of place in the lobby of your design firm. Content (+) The content of this book covers from our earliest designs all the way to modern design and the impact it has on our lives. The content of this book does not shy away from the controversial to the mundane. Images (+) I made the video clip so you could see the great artwork in this book. Many full color images are wonderful references that can be used when you are designing. "Good artists copy, great artists steal", Pablo Picasso Text (+) As I was saying this is not just boring text droning on and on. It, in fact is very interesting to those that are into graphic design or art. Any art is graphic design, and all graphic design is art. You really get that feeling after reading this book. Overall this book is a great value at what I paid for it which is twice what it cost now. Get this BRAND NEW and you will have this book for many years.

This book gives a concise background on the history of graphic design. It incorporates how graphic artists react to the times and societal issues they are faced with, and how they influence the world

around them with their innovations. The collection of images is quite spectacular! A must have for every graphic designer and/or art lover!

I am a student of Graphic Design, and was assigned this book as a supplementary text for my class of the History of Graphic Design. I am impressed with his well-written and considerable text as well as accompanying pictures. This is a well-researched and thorough compilation of information which starts at 6000BC. I would consider this to be the bible to any graphic design student.

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