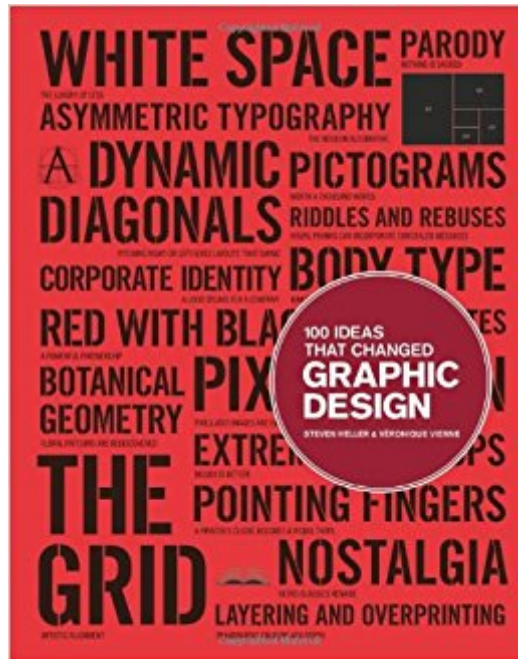The book was found

100 Ideas That Changed Graphic Design

Synopsis

New in the "100 Ideas that Changed..." series, this book demonstrates how ideas influenced and defined graphic design, and how those ideas have manifested themselves in objects of design. The 100 entries, arranged broadly in chronological order, range from technical (overprinting, rub-on designs, split fountain); to stylistic (swashes on caps, loud typography, and white space); to objects (dust jackets, design handbooks); and methods (paper cut-outs, pixelation).

Book Information

Series: 100 Ideas

Paperback: 216 pages

Publisher: Laurence King Publishing; second edition edition (April 18, 2012)

Language: English

ISBN-10: 1856697940

ISBN-13: 978-1856697941

Product Dimensions: 8.2 x 0.8 x 10.8 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars   48 customer reviews

Best Sellers Rank: #30,498 in Books (See Top 100 in Books)   #98 inÃ Â Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

"...a feast for the eyes...As a survey of the many changes in graphic design and the dialogs between competing schools of thought, 100 Ideas is an entertaining, often insightful read." ~ Geoff Hart, STC Technical Communication JournalFROM COOL HUNTING: "The scope is broad but intelligently refined, connecting all aspects of graphic design, from the age-old technique of text ornamentation to the relatively nascent appearance of pixelated images and digital type."

Steven Heller is the co-chair of the MFA Designer as Author program and co-founder of the MFA in Design Criticism program at SVA, New York. For 33 years he was an art director at the New York Times. He is editor of AIGA VOICE and contributing editor to Print, Eye, Baseline and I.D. magazines. He is the author of more than 120 books on design and popular culture. He is the recipient of the 1999 AIGA Medal for Lifetime Achievement. VÃƒÂ©ronique Vienne has worked at a number of US magazines as art director, and is the author of The Art of Doing Nothing and The Art of Imperfection. A frequent contributor to Graphis and Metropolis magazines, she lives in Paris.

I bought this book for my daughter who will be studying graphic design in the fall. It is a wonderful book filled with examples of the author's top 100. From small concepts, such as font usage, to the large architectural realm, it is covered well within this book.Each of these topics can be covered further through some simple research, in case you want more in-depth understanding. This book simply gives a brief overview of each of each subject area and a few examples. Makes for a great conversation starter as you can flip through the pages and be inspired or forced to look at a subject differently.Overall - a great primer into the world of Graphic Design.

Bought this for my daughter and she loved it.

A thorough and well documented journey through some of the principal elements of Graphic Design's tool kit and their evolution, sometimes even centuries back.I would have preferred more insight into how and why these evolutions occurred as well as additional context into the decision making/creative process graphic designers undergo, but this book is certainly approachable and valuable for laymen approaching graphic design.

I can't say this is the summation of Graphic Design, but it is a consummation of sorts.This is a visually stunning presentation of design elements that have brought the art from early writing to the dazzling art form is is today.Some people may quibble over the impact of certain cited advances or failure to include other inventions, practices and processes. However, the volume is stunning in its depictions, glorious in its explanations and a wonder to instill wonder in readers.Wow.

This book is one of his best. You learn from what he writes and how he presents his ideas. We are so fortunate to have such a unique talent in the business to continually help to raise the standards of design and aethetics. I wait for each new Steven Heller book and I am never disappointed. He has written a number of books on the history of typography and design and he always is able to find a new perspective and new material to spotlight.

I use it when I'm in the middle of a project and hit a brick wall. I thumb through this book, find an idea I like, and either draw inspiration from the given examples or research it more. Also, the book's layout is perfect. Just the right amount of info to illustrations, so I don't feel the slightest big overwhelmed going through this book.

This is not the most exciting book, but its a solid buy. It will inspire creators. The examples are interesting and representative. There is quite a bit of text if you are a reader. The book does not go too in depth in any particular area though. There is also white space that is not used. They could have filled the book with more STUFF. These are minor critiques. I like this book and plan to keep it.

This (like the other books in the series) gives a wonderful overview of many of the field's milestones. This is perfect for someone new to the field who is interested in learning more about graphic design or just as a reference book.

Download to continue reading...

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) 100 Ideas that Changed Graphic Design "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Shapes: Geometric Forms in Graphic Design (Graphic Design Elements) Graphic Design School: The Principles and Practice of Graphic Design Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions 100 Ideas that Changed Architecture 100 Ideas that Changed Fashion 100 Ideas that Changed Advertising Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Graphic Icons: Visionaries Who Shaped Modern Graphic Design The Unofficial Guide to Learning with LegoÃ Â®: 100+ Inspiring Ideas (Lego Ideas) Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) Fantastic Fugitives: Criminals, Cutthroats, and Rebels Who Changed History (While on the Run!) (The Changed History Series) Fifty Ships That Changed the Course of History: A Nautical History of the World (Fifty Things That Changed the Course of History) The Great Dissent: How Oliver Wendell Holmes Changed His Mind and Changed the History of Free Speech in America Fifty Plants that Changed the Course of History (Fifty Things That Changed the Course of History)