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**Dutch
Graphic
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Two-sided
reversing book:
This Way is a
catalogue of Keith

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Godard's posters and prints; That Way features photographs of his exhibits and environmental graphic designs. Jan van Toorn is one of the most significant and influential Dutch graphic designers

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to have emerged since the early 1960s. His designs persistently call attention to their status as visual contrivances, obliging the viewer to make an effort to process their complexities. Van Toorn wants the

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public to measure the motives of both the client and the designer who mediates the client's message against their own experiences of the world. He hoped in this way to stimulate a more active and

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skeptical view of
art,

communication,
media ownership
and society.

Projects such as
Van Toorn's
posters and
catalogues for the
Van Abbemuseum
in Eindhoven and
his long-running

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series of calendars for the printing firm Mart.Spruijt are powerful demonstrations of graphic design used as a means of commentary and as a tool of critique. Later, as director of the Jan van Eyck Academy, Van

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Toorn drew together all the strands of his critical practice into a multi-levelled educational initiative that urged designers to think harder about design's role in shaping contemporary

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reality.

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

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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

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of content than its
heralded
predecessors,
revealing a saga of
creative innovators,
breakthrough
technologies, and
important
developments
responsible for
paving the historic

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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

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presents new information on current trends and technologies sweeping the graphic design landscape—such as the web, multimedia, interactive design, and private presses, thus

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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

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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

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invaluable guide
that they will turn to
again and again.

An illustrated feast
for the eye and
intellect Dutch Art
explores
developments in
art, art history, art
criticism, and
cultural history of
the Netherlands

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from the artists' workshops for the Utrecht Dom in 1475 to the latest movements of the 1990s. it is lavishly illustrated with 147 black-and-white photographs and 16 pages in full color. More than 100 internationally

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recognized
scholars, museum
professionals,
artists, and art
critics contributed
signed essays to
this monumental
work, including
historians,
sociologists, and
literary historians.
Modern Dutch

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Exhibitions +

Environments

A Century of

Innovation

Book Design

Critical Practice

Graphic Design

Since 1950

Thonik

Emerging from the

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world of commercial art and product styling, design has now become completely integrated into human life. Its marks are all around us, from the chairs we sit on to the Web sites on our computer screens.

One of the pioneers of design studies and still one of its most

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distinguished practitioners, Victor Margolin here offers a timely meditation on design and its study at the turn of the millennium and charts new directions for the future development of both fields. Divided into sections on the practice and study of design, the essays in

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The Politics of the Artificial cover such topics as design history, design research, design as a political tool, sustainable design, and the problems of design's relation to advanced technologies.

Margolin also examines the work of

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key practitioners such as the matrix designer Ken Isaacs.

Throughout the book Margolin demonstrates the underlying connections between the many ways of reflecting on and practicing design. He argues for the creation of an international,

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interdisciplinary field
of design research and
proposes a new ethical
agenda for designers
and researchers that
encompasses the
responsibility to users,
the problems of
sustainability, and the
complicated questions
of how to set
boundaries for
applying advanced

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technology to solve the problems of human life. Opinionated and erudite, Victor Margolin's *The Politics of the Artificial* breaks fresh ground in its call for a new approach to design research and practice. Designers, engineers, architects, anthropologists,

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sociologists, and
historians will all
benefit from its
insights.

Chronicles 150 years
of type design with
examples ranging
from nouveau
elegance to scrappy
grunge

Art Nouveau presents
a new overview of the
international Art

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Nouveau movement.

Art Nouveau

represented the search for a new style for a new age, a sense that the conditions of modernity called for fundamentally new means of expression.

Art Nouveau emerged in a world transformed by industrialisation,

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urbanisation and increasingly rapid means of transnational exchange, bringing about new ways of living, working and creating. This book is structured around key themes for understanding the contexts behind Art Nouveau, including new materials and

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technologies,
colonialism and
imperialism, the rise of
the 'modern woman',
the rise of the
professional designer
and the role of the
patron-collector. It
also explores the new
ideas that inspired Art
Nouveau: nature and
the natural sciences,
world arts and world

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religions, psychology
and new visions for
the modern self.

Ashby explores the
movement through 41
case studies of artists
and designers,
buildings, interiors,
paintings, graphic arts,
glass, ceramics and
jewellery, drawn from
a wide range of
countries.

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'Book Design' takes the reader through every aspect of the subject, from the components that make up a book, to understanding how books are commissioned and created, to the intricacies of grid construction and choosing a typeface.

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This Way - That Way
Graphic Design 20th
Century
British Modern
Design Literacy
Euro Deco
The Art of Modernist
Typography,
1896-1953
False Flat
The
bestselling

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graphic design
reference,
updated for
the digital
age Meggs'
History of
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is the
industry's
unparalleled,
award-winning
reference.

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With over
1,400 high-
quality images
throughout,
this visually
stunning text
guides you
through a saga
of artistic
innovators,
breakthrough
technologies,

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and
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groundbreaking
developments
that define
the graphic
design field.

The initial
publication of
this book was
heralded as a
publishing
landmark, and

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author Philip
B. Meggs is

credited with
significantly
shaping the
academic field
of graphic
design. Meggs
presents
compelling,
comprehensive
information

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enclosed in an
exquisite
visual format.

The text
includes
classic topics
such as the
invention of
writing and
alphabets, the
origins of
printing and

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typography,
and the advent
of postmodern
design. This
new sixth
edition has
also been
updated to
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developments
in web,

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flashcards,
and quizzes
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master a field

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without
knowing the
history.

Meggs' History
of Graphic
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presents an
all-inclusive,
visually
spectacular
arrangement of
graphic design

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knowledge for
students and
professionals.
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milestones,
developments,
and pioneers
of the trade
so that you
can shape the
future.

The

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the forefront
of design!

Everybody is a
designer! But
why? Why do we
colour,
organize, and
form the world
around us -
and why do we
call that a

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profession? In
this book,

Thonik, an Amsterdam-based
studio led by
lauded
designers

Nikki

Gonnissen and
Thomas

Widdershoven,
researches

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eleven

personal

reasons why

they design -

from the need

to create

impact to a

constant

search for

independence;

from the

benefits of

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systems to the
urgency of
play. Why We
Design looks
back on twenty-
five years of
design
practice and
speculates on
the future of
graphic
design.

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POINTS: *

Thonik's
collection of
works from the
past 25 years
* The Amsterda
m-based studio
discusses
their past,
present, and
future need to

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design.

Arab graphic design emerged in the early twentieth century out of a need to influence, and give expression to, the far-reaching

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economic,
social, and
political
changes that
were taking
place in the
Arab world at
the time.

Examining the
work of over
eighty key
designers from

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Morocco to
Iraq, and
covering the
period from
pre-1900 to
the end of the
twentieth
century, A
History of
Arab Graphic
Design traces
the people and

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events that were integral to the shaping of a field of graphic design in the Arab world.

Graphic design 20th century represents a pictorial history of the

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past hundred
years in
graphic
design.

Martijn F. Le
Coultre and
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present all
the
significant
designers of
the twentieth

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century as
well as the
many styles
that
characterized
this rich and
tumultuous
period. The
wealth of
visual
material
presented

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covers
Innovation

movements such
as Art

Nouveau, Arts

and Crafts,

the Vienna

Secession, the

beginnings of

Modernism, the

Russian Avant-

Garde, De

Stijl, Punk,

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computer
graphics.

Graphic Icons

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Quirks, and

Conceits

Thinking with

Type

Art Nouveau

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Golden Age
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Type Beyond
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(Graphic
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Fundamentals)

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seventeenth
century, the
Dutch Republic
was
transformed
into a leading
political
power in***

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global trading
interests. It
nurtured some
of the
period's
greatest
luminaries,
including
Rembrandt,
Vermeer,
Descartes and***

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celebrated for
its religious
tolerance,
artistic
innovation and
economic
modernity, the
United
Provinces of
the
Netherlands***

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***also became
known for
their
involvement
with slavery
and military
repression in
Asia, Africa,
and the
Americas. This
Companion
provides a***

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an***

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our time,
author John
Cliffor takes
you on a
visual history
tour that's
packed with
the posters,
ads, logos,
typefaces,
covers, and***

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*work that have
made these
designers great.*" - - *Publisher
's*

*description.
Graphic Design
School allows
students to
develop core
competencies*

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***while
understanding
how these
fundamentals
translate into
new and
evolving
media. With
examples from
magazines,
websites,
books, and***

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provides an
overview of
the visual
communications
profession,
with a new
focus on the
intersection
of design***

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brand-new
section on web
and
interactivity
covers topics
such as web
tools, coding
requirements,
information
architecture,
web design and***

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device**

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app design,
CMS, designing
for social
media, and
SEO.**

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Between the
Wars
Pioneers of
Modern
Typography
Dutch Art
Understanding
Graphic Design
Graphic Design
from DeStijl
to Deco***

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Otto Treumann
The Politics

of the
Artificial

This book offers a richly illustrated overview of the Netherlands distinguished graphic design history from 1890 to the present day. Packed with the

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work of its greatest exponents, including Jan Toorop, Theovan Doesburg, Piet Zwart and many more, this book presents a feast of visual imagery that will delight all graphic designers, artists and historians of art and design.

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Overzicht van
vooral de 20e-
eeuwse

Nederlandse
typografie.

Dutch Moderne
examines a little-
charted genre of
Dutch graphic
design during the
20's and 30's. The
stylistic movements
of the period - from
De Stijl to art deco

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- played a vital role in bringing the concepts of the modern movement into the commercial world. A synthesis of cubist and ancient Egyptian and Mayan forms, art deco quickly spread throughout post-World War I France, Germany, England, Italy, and

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Eastern Europe before appearing in Holland. And yet despite its comparatively late start, Dutch designers enthusiastically embraced the style for its contemporary feel, elegance, and streamlined aesthetic as an

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alternative to staid traditional and outrageous revolutionary graphic approaches. The style influenced virtually all forms of Dutch commercial art, from magazines, newspapers, and posters to trademarks and advertisements.

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Dutch Moderne features over 500 of these designs, many of which have never before been published in the United States, by scores of designers both renowned and anonymous. These unearthed artifacts of Dutch commercial design reveal the rich

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legacy of an
indigenous style.

This book is an essential resource for graphic designers, students of design, and pop culture history aficionados alike. Since it was first published in 1969, it has served as the standard guide to the impact of

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twentieth century
avant-garde

movements on
graphic design and
typography.

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Architecture, A
20th Century
History

Dutch Type
Graphic Design in
the Netherlands
An Encyclopedia
Dutch Graphic

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Visionaries who
Shaped Modern
Graphic Design
Typography
Author and design
expert Steven
Heller has
revisited and
revised the
popular classic
Design Literacy by

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revising many of the thoughtful essays from the original and mixing in thirty-two new works. Each essay offers a taste of the aesthetic, political, historical, and personal issues that have

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engaged designers from the late nineteenth century to the present—from the ubiquitous (the swastika, antiwar posters) to the whimsical (MAD magazine parodies). The

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essays are organized into eight thematic categories—persuasion, mass media, language, identity, information, iconography, style, and commerce. This revised edition

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also highlights recent trends in graphic design such as aesthetic changes in typography in the digital age and the nexus between graphic design and wired culture. This is an eclectic look at

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how, why, and if
graphic design
influences our
ever-evolving,
diverse world.
Allworth Press, an
imprint of
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Publishing,
publishes a broad
range of books on
the visual and

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with emphasis on
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that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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anything you ask
of it. DT & G

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you care for your
craft, you'd be

foolish indeed to

let this

opportunity slip

away. Book of the

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year. Photoshop
User Magazine,
January 2002 The
variety of artwork
and approaches is
a definite plus. CGI
Magazine,
February 2002 Not
just a book about
graphics, it's a
work of art in
itself. As a piece of

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software, Adobe Photoshop is rare - perhaps alone - in evoking genuine passion from its users. As it evolves, it finds its way into the lives of more and more professional creators, tempting them away from

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their traditional materials, and expanding their horizons. Yes, it can alter photographs. It can also alter careers. New Masters of Photoshop is a showcase of Masters who use

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Photoshop, and
Masters of
Photoshop use.

The
photographers,
animators, artists,
and designers
assembled here
have a myriad of
different skills:
some manipulate,
some animate,

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some create from scratch. All of them produce remarkable, beautiful things. In these pages, the authors will demonstrate examples of their print work, web work, public work, and private work,

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explaining the techniques they use to achieve their results. More than that, though, they'll tell you how they think: who their influences are, where their ideas come from, and how they find

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inspiration when
the well has run
dry. friends of ED
has scoured the
world for the
leading exponents
of Photoshop
technique. This
book is a gallery of
Photoshop
practice and
theory, backed

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with essays on the influences and inspirations that lie behind the sharpest digital art in today's media-saturated world. The book deconstructs sophisticated, complex, and astonishing

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Photoshop
graphics,
providing
motivation, skills
and inspiration in
equal parts.

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book is available
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From the

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Publisher Creating
Innovation
a Photoshop
image is a process
that occurs as
much in the head
as it does on the
screen. Uniquely,
New Masters of
Photoshop
documents it all,
from the seeds of
an idea, to the

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outcome on
screen, paper, or
canvas. The
projects include
examples of
collage and
montage that
involve
manipulation of
whole images and
tiny fragments -
working on a

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grand scale, and at a pixel-by-pixel level. Layers and masks, with all their subtleties, are used in fascinating ways; and filters are treated with the sensitivity and discretion they require. The CD

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contains: Audio,
video, and written
interviews with
the authors

Source files for the
tutorials

Unflattened

Photoshop files
for closer

inspection About
the Author

Michael Cina

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Michael Cina is an artist and designer living in a small village outside of minneapolis. he creates stuff (mikecina.com) and things (trueistrue.com) out of his house in that village. companies like

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mtv or adobe may even call him to do some work. every now and then he leaves his village to speak at design conferences. often he will leave his house to buy cds or books (or both if he got paid).

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otherwise he rides
his bike, fishes,
chases his cat or
girlfriend, takes
pictures, makes
fonts, paints, e-
mails people,
struggles over
writing things like
books and bios...
currently michael
is working on his

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new company, we
workforthem.com,
with michael
young.

WeWorkForThem
is half art and half
design studio.

Mike Young Mike
Young is an artist
currently residing
in Washington,
DC, USA. Mike has

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created and maintained sites such as designgraphik.com and submethod.com, and is currently starting weworkforthem.com with Michael Cina of trueistrue.com. While working on these projects,

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Mike has also served as art director for two years at Vir2l Studios, where he directed and designed on projects such as vir2l.com, which won prestigious awards such as the New York

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Festivals New
Media

Competition,
Cannes Cyber
Lion: Gold, Clio
Award, Art
Directors Club,
and also Invision
Award. Not only
has Mike worked
on many personal
and experimental

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web art-based projects, but also he has worked with clients such as MTV, Dc Shoes, Mercury Automobiles, Dj Dieselboy, Dj Dara, Dj Ak1200, and Walker Art Center. Jens Magnus Karlsson

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Jens Karlsson is a Swedish digital artist and designer. He studied information and advertising for four years, partly in the US, and later graduated from Hyperisland School of New

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Media Design. At Hyperisland, Jens worked as a freelance art director, along with his studies, doing print, animation, and online work for clients such as CBS, Sony, Volkswagen, and

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Digital Vision.

From there he
moved on to a

position as Senior
Designer at

Kioken

Incorporated. Jens
is currently a

freelance designer
through

Chapter3.net, and

he is actively

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involved in
enriching the
online design
culture with news,
articles, and
events, mainly as
assistant creative
director at
threeoh.com.

A history of the
leading design
agency cites its

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members' pivotal influence on graphic design throughout the past half century, chronicling past and present developments in visual communication while presenting a series of

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illustrated
biographies for
key designers.

Typographic
organization has
always been a
complex system in
that there are so
many elements at
play, such as
hierarchy, order of
reading, legibility,

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and contrast. In
Typographic
Systems, Kim
Elam, author of
our bestselling
books, Geometry
of Design and Grid
Systems, explores
eight major
structural
frameworks
beyond the

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grid including
random, radial,
modular, and
bilateral systems.
By taking the
reader through
exercises, student
work, and
professional
examples, Elam
offers a broad
range of design

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solutions. Once essential visual organization systems are understood the designer can fluidly organize words or images within a structure, combination of structures, or a variation of a

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structure. With
clarity and
substance, each
system from the
structured axis to
the
nonhierarchical
radial array is
explained and
explored so that
the reader comes
away with a better

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understanding of
these intricate
complex
arrangements.

Typographic
Systems is the
seventh title in
our bestselling
Design Briefs
series, which has
sold more than
100,000 copies

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worldwide.
Innovation

A Critical Guide for
Designers, Writers,
Editors, &
Students

A History of Data
Visualization and
Graphic
Communication

Type Design from
the Victorian Era

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to the Digital Age
Typographic
Systems of Design
Graphic Design
from Wilhelm to
Weimar

German Modern
A chunky, distinctive
object of brilliant
design in and of itself,
Stylepedia is the first
handy, cross-

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referenced desk guide
to the kaleidoscope
that is modern design.

In hundreds of
illustrated entries,
Heller and Fili, the
award-winning
authors of Euro Deco
and numerous other
popular design titles,
survey the designers,
schools, and
movements that

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comprise the practice today as well as take a fascinating glimpse back at some of the seminal early leaders. From the first Santa Claus to appear on a Coca-Cola bottle to the increasingly ubiquitous camouflage tee shirt, iconic everyday items of yesterday and today

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provide valuable inspiration to designers and design aficionados. As quirky as it is useful and positively packed with lavish color illustrations, this designer's design compendium is the only one of its kind. The latest volume in our popular Art Deco

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series, German
Innovation

Modern explores one of the fountainheads of modern graphic design. The renowned design team of Heller and Fili presents over 200 of the distinctive images that helped define the look of "the modern"-many never before published.

Through posters,

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advertising stamps, letterheads, package design, magazine jackets, and numerous other commercial ephemera, the cool sophistication of this hybrid deco style looks as fresh today as it did when it first appeared between the world wars. Unique to German Modern is a

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chapter on the provisional currency known as Notgeld, which towns and even companies were allowed to print in the years of Germany's dire inflation. A key reference work and inspirational sourcebook for designers, artists, and aesthetes, German

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Modern is a colorful exploration of a classic and influential chapter of international design history.

Otto Treumann (1919-2001) is a major pioneer in the modernization of graphic design in the Netherlands. Inspired by Swiss typography

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and Bauhaus
Innovation

aesthetics, Treumann's
oeuvre combines easy-
to-read visual
elements with
iconoclastic color
treatment, enhanced
by his wide
knowledge of printing
techniques acquired
during the Second
World War when he
forged documents for

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the resistance.

Treumann enjoyed a special relationship with industrial clients, devising house styles and logos for the publishing house Wolters Noordhoff, the Kröller-Müller Museum, the Royal Institute of Dutch Architects and El Al Airlines; he also

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designed posters for the Industries Fair in Utrecht, the Rotterdam Ahoy and Tattoo in Delft. Based on materials from the Otto Treumann Archive at the Stedelijk Museum, and designed by Irma Boom, this volume surveys Treumann's career.

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A collection of Art Deco designs from across Europe features more than 1,200 images from packaging, advertisements, menus, and brochures from the period between World War I and the Second World War.

AGI

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Stylepedia
Innovation

A Guide to Type,
Image, Symbol, and
Visual Storytelling in
the Modern World

Dutch Moderne

Art, Architecture and
Design in

Transformation

International

Publishing in the

Netherlands,

1933-1945

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Dutch Graphic
Design, 1917-2017

"Thinking with Type is to typography what Stephen Hawking's A Brief History of Time is to physics."—I Love Typography The best-selling **Thinking with Type** in a revised and expanded second edition: **Thinking with Type** is the definitive **guide to using**

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typography in visual communication. Ellen Lupton provides clear and focused guidance on how letters, words, and paragraphs should be aligned, spaced, ordered, and shaped. The book covers all typography essentials, from typefaces and type families, to kerning and tracking, to using a grid. Visual

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**examples show how to
be inventive within
systems of typographic
form, including what
the rules are, and how
to break them. This
revised edition
includes forty-eight
pages of new content
with the latest
information on: • style
sheets for print and
the web • the use of
ornaments and**

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captions • lining and non-lining numerals • the use of small caps and enlarged capitals • mixing typefaces • font formats and font licensing Plus, new eye-opening demonstrations of basic typography design with letters, helpful exercises, and dozens of additional illustrations. Thinking

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**with Type is the
typography book for
everyone: designers,
writers, editors,
students, and anyone
else who works with
words. If you love font
and lettering books,
Ellen Lupton's guide
reveals the way
typefaces are
constructed and how
to use them most
effectively. Fans of**

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Thinking with Type
will love Ellen

**Lupton's new book
Extra Bold: A
Feminist, Inclusive,
Anti-racist, Nonbinary
Field Guide for
Graphic Designers.
International
publishing in the
Netherlands
experienced a
remarkable revival
after 1933, when the**

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German Nazi government forced many prominent writers and researchers into exile. In a series of bio-bibliographical portraits of major participating Dutch publishers, this book documents the impact of German exile and changes in scholarly publishing.

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The first book to focus on British design of the Art Deco period, British Modern is an essential reference for graphic artists, designers, Anglophiles, and anyone with an interest in advertising or art history. Adding to their acclaimed Art Deco design series, authors Steve Heller and Louise Fili have

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here collected a wealth of original artifacts - over two hundred reproductions - from the 1920s through the 1940s. These include examples from publicity for cultural events, consumer products, fashion, industry, and travel. Signs, posters, product packaging, and magazine covers offer

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**inspiration for the
designer and present
an engaging portrait of
the time and place in
which they were
created.**

**The Netherlands is a
relatively small
country, but it has a
large international
impact when it comes
to design. This book
looks at the decades
from 1890 to 1940,**

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when modern Dutch design emerged and crystallized into a number of coherent movements. While designers in the Netherlands during this period were familiar with and influenced by ideas and trends originating outside the country, they created a distinctively Dutch

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design culture that remains vital in the twenty-first century. Modern Dutch Design includes four essays that examine important, and sometimes overlooked, currents that ran through this half century, as Dutch designers responded to powerful social, economic, and political

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changes. With more than 250 illustrations, drawn mostly from the collection of The Wolfsonian-Florida International University, it offers compelling visual evidence of the rich diversity of Dutch design in these decades.

**Meggs' History of
Graphic Design**

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Innovation

Jan Van Toorn

Modernism: in Print

German Exile,

Scholarly Expansion,

War-Time

Clandestinity

Letter Perfect

A History of Arab

Graphic Design

The Principles and

Practice of Graphic

Design

Letter Perfect

explores the

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**artistic facet of the
style,**

**arrangement,
appearance, and
recent accelerated
evolution of
typeset matter,
primarily through
the medium of
posters.**

**A classic and
indispensable
account of graphic
design history**

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***from the Industrial
Revolution to the
present Now in its
third edition, this
acclaimed survey
explores the
evolution of
graphic design
from the 19th
century to the
present day.
Following an
exploration of
design's prehistory***

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in ancient
civilizations

*through the
Industrial
Revolution, author
Stephen J. Eskilson
argues that
modern design as
we know it grew
out of the
influence of
Victorian-age
reformers. He
traces the*

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*Century Of
Innovation*
**emergence of
modernist design
styles in the early
20th century,
examining the
wartime
politicization of
regional styles.
Richly
contextualized
chapters chronicle
the history of the
Bauhaus and the
rise of the**

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***International Style
in the 1950s and
'60s, and the
postmodern
movement of the
1970s and '80s.
Contemporary
considerations
bring the third
edition up to date,
with discussions of
app design, social
media, emojis, big
data visualization,***

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***and the use of
animated graphics
in film and
television. The
contemporary
phenomenon of the
citizen designer,
professionals who
address societal
issues either
through or in
addition to their
commercial work,
is also addressed,***

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***highlighting
protagonists like
Bruce Mau and the
Center for Urban
Pedagogy. This
edition also
features 45
additional images,
an expanded
introduction and
epilogue, and
revised text
throughout. A
newly redesigned***

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***interior reinforces
the fresh contents
of this now-classic
volume.***

***A comprehensive
history of data
visualization—its
origins, rise, and
effects on the
ways we think
about and solve
problems. With
complex
information***

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**everywhere,
graphics have
become
indispensable to
our daily lives.
Navigation apps
show real-time,
interactive traffic
data. A color-coded
map of exit polls
details election
balloting down to
the county level.
Charts**

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**communicate stock
market trends,
government
spending, and the
dangers of
epidemics. A
History of Data
Visualization and
Graphic
Communication
tells the story of
how graphics left
the exclusive
confines of**

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**scientific research
and became
ubiquitous. As data
visualization
spread, it changed
the way we think.
Michael Friendly
and Howard
Wainer take us
back to the
beginnings of
graphic
communication in
the mid-**

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Innovation

**seventeenth
century, when the
Dutch
cartographer
Michael Florent
van Langren
created the first
chart of statistical
data, which
showed estimates
of the distance
from Rome to
Toledo. By 1786
William Playfair**

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had invented the line graph and bar chart to explain trade imports and exports. In the nineteenth century, the “golden age” of data display, graphics found new uses in tracking disease outbreaks and understanding

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social issues.

**Friendly and
Wainer make the
case that the
explosion in
graphical
communication
both reinforced
and was advanced
by a cognitive
revolution: visual
thinking. Across
disciplines, people
realized that**

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**information could
be conveyed more
effectively by
visual displays
than by words or
tables of numbers.
Through stories
and illustrations, A
History of Data
Visualization and
Graphic
Communication
details the
400-year evolution**

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***of an intellectual
framework that
has become
essential to both
science and society
at large.***

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Design, 1918-1945***

***A New History,
Third Edition***

Graphic Design

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**Why Dutch Design
is so Good**

**Graphic Design
School**

**Design Annual
New Masters of
Photoshop**

*This book
explores
modernism in
Dutch graphic
design of the
20th century*

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*with an
emphasis on
the varied
aspects and
meanings of
the term
modernism. Its
publication
coincides with
an exhibition
at the Special
Collections*

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*facility of
the University
of Amsterdam.*

*The book
comprises
three
reflective
essays, on the
periods
1920?1940/45,
1945?1990 and
1990?present.*

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*Modernism: In
Print presents
a*

*comprehensive
picture of the
subject, drawn
from the
collection and
the design
archives of
Special
Collections.*

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It interrogates the canon by including some less well-known examples of graphic design work. The concept of modernism dominates the discourse on

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graphic design. This book aims to recognize its often underestimated complexity
Exhibition: Special collecties, Universiteit van Amsterdam,

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*The
Netherlands (1
6.06. - 01.10.20
17).*

*Overzicht van
de Nederlandse
grafische
ontwerpkunst
in de periode
1918-1945.*

*This
innovative*

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*volume is the
first to
provide the
design
student,
practitioner,
and educator
with an
invaluable
comprehensive
reference of
visual and*

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*narrative
material that
illustrates
and evaluates
the unique and
important
history
surrounding
graphic design
and
architecture.
Graphic Design*

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*Architecture,
A 20th Century
History
closely
examines the
relationship
between
typography,
image,
symbolism, and
the built*

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*environment by
exploring
principal
themes, major
technological
developments,
important
manufacturers,
and pioneering
designers over
the last 100
years. It is a*

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