


CRITICAL WRITINGS ON GRAPHIC DESIGN

LOOKING CLOSER 2



EDITED BY Michael Bierut, William Drenttel, Steven Heller & DK Holland

INTRODUCTION BY Steven Heller

Looking Closer 2 No 2 Critical Writings On Graphic Design

**Michael Bierut, William
Drenttel, Steven Heller**



Looking Closer 2 No 2 Critical Writings On Graphic Design:

Design Studies Audrey Bennett, 2006-08-31 In an age of globalization and connectivity the idea of mainstream culture has become quaint Websites magazines books and television have all honed in on ever diversifying subcultures hoping to carve out niche audiences that grow savvier and more narrowly sliced by the day Consequently the discipline of graphic design has undergone a sea change Where visual communication was once informed by a designer's creative intuition the proliferation of specialized audiences now calls for more research based design processes Designers who ignore research run the risk of becoming mere tools for communication rather than bold voices Design Studies a collection of 27 essays from an international cast of top design researchers sets out to mend this schism between research and practice The texts presented here make a strong argument for performing rigorous experimentation and analysis Each author outlines methods in which research has aided their design whether by investigating how senior citizens react to design aesthetics how hip hop culture can influence design or how design for Third World nations is affected by cultural differences Contributors also outline inspired ways in which design educators can teach research methods to their students Finally Design Studies is rounded out by five annotated bibliographies to further aid designers in their research This comprehensive reader is the definitive reference for this new direction in graphic design and an essential resource for both students and practitioners Graphic Design, Referenced Bryony Gomez Palacio, Armin Vit, 2012 From Caslon and Carson from Gutenberg to Greiman from Lascaux to letterpress and from Postmodernism to pixel among other entries this title will provide all the necessary information and visual cues that designers need to know in order to become empowered work efficiently and knowingly and survive in a design conversation with peers *Graphic Design as Communication* Malcolm Barnard, 2013-07-04 What is the point of graphic design Is it advertising or is it art What purpose does it serve in our society and culture Malcolm Barnard explores how meaning and identity are at the core of every graphic design project and argues that the role and function of graphic design is and always has been communication Drawing on a range of theoretical approaches including those of Derrida Saussure Foucault and Barthes and taking examples from advertising magazines illustration website design comics greetings cards and packaging *Graphic Design as Communication* looks at how graphic design contributes to the formation of social and cultural identities Malcolm Barnard discusses the ways in which racial ethnic groups age groups and gender groups are represented in graphic design as well as how images and texts communicate with different cultural groups He also explores how graphic design relates to both European and American modernism and its relevance to postmodernism and globalisation in the twenty first century and asks why when graphic design is such an integral part of our society and culture it is not acknowledged and understood in the same way that art is Now You See It and Other Essays on Design Michael Bierut, 2019-03-12 Design is a way to engage with real content real experience writes celebrated essayist Michael Bierut in this follow up to his best selling *Seventy Nine Short Essays on Design* 2007 In more than fifty smart and accessible short

pieces from the past decade Bierut engages with a fascinating and diverse array of subjects Essays range across design history practice and process urban design and architecture design hoaxes pop culture Hydrox cookies Peggy Noonan baseball The Sopranos and an inside look at his experience creating the forward logo for Hillary Clinton s 2016 presidential campaign Other writings celebrate such legendary figures as Jerry della Femina Alan Fletcher Charley Harper and his own mentor Massimo Vignelli Bierut s longtime work in the trenches of graphic design informs everything he writes lending depth insight and humor to this important and engrossing collection

Graphic Design, Referenced Armin Vit, Bryony Gomez Palacio, 2009-07-01 *Graphic Design Referenced* is a visual and informational guide to the most commonly referenced terms historical moments landmark projects and influential practitioners in the field of graphic design With more than 2 000 design projects illustrating more than 400 entries it provides an intense overview of the varied elements that make up the graphic design profession through a unique set of chapters principles defines the very basic foundation of what constitutes graphic design to establish the language terms and concepts that govern what we do and how we do it covering layout typography and printing terms knowledge explores the most influential sources through which we learn about graphic design from the educational institutions we attend to the magazines and books we read representatives gathers the designers who over the years have proven the most prominent or have steered the course of graphic design in one way or another and practice highlights some of the most iconic work produced that not only serve as examples of best practices but also illustrate its potential lasting legacy *Graphic Design Referenced* serves as a comprehensive source of information and inspiration by documenting and chronicling the scope of contemporary graphic design stemming from the middle of the twentieth century to today

Looking Closer 4 Michael Bierut, William Drenttel, Steven Heller, 2012-02-15 The most stimulating installment yet in the acclaimed *Looking Closer* series This enthralling collection of essays assembles some of the most intriguing critical commentary published in professional and general interest design magazines from 1997 to 2000 Over thirty contributors including Rick Poynor Kathy McCoy Lorraine Wild Veronique Vienne Jessica Helfand and others discuss such important contemporary themes as the rise and fall of the dot coms and its influence on salary expectations the ongoing controversy over the First Things First Manifesto the call for greater responsibility in the design profession and the antibranding protests that ignited demonstrations during recent World Trade Organization meetings From current events to design principles and aesthetics to ethics graphic designers everywhere will savor this anthology of fresh perspective Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more While we don t aspire to publish a New York Times bestseller or a national bestseller we are deeply committed to quality books 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 No More Rules Rick Poynor,2003-01-01 The past twenty years have seen profound changes in the field of graphic communication One by one old certainties about the techniques and purposes of graphic design have been questioned and collapsed No More Rules is the first critical survey to offer a complete overview of the graphic revolution during the postmodern period According to design critic Rick Poynor changes in graphic work were already well underway by the early 1980s even before the computer became a ubiquitous tool With the international embrace of new electronic technologies in the 1990s these developments began to accelerate An explosion of creativity in graphic design took place as designers and typographers reassessed their roles jettisoned existing rules and forged experimental new approaches Graphic work became more self expressive idiosyncratic and occasionally extreme Poynor tells this story in detail breaking down a broad multifaceted and sometimes confusing field of graphic design activity into key developments and themes the origins of postmodern design deconstructionist design and theory issues of appropriation the revolution in digital type questions of authorship and critiques of postmodern graphic design Each theme is illustrated by spectacular and significant examples of work produced between 1980 and 2000 that have changed the way in which designers and their audiences think about graphic communication This generously illustrated book is a vital reference for design professionals and educators as well as for students of graphic design image making advertising and the visual arts BOOK JACKET Title Summary field provided by Blackwell North America Inc All Rights Reserved Graphic Design Theory Helen Armstrong,2012-08-10 Graphic Design Theory is organized in three sections Creating the Field traces the evolution of graphic design over the course of the early 1900s including influential avant garde ideas of futurism constructivism and the Bauhaus Building on Success covers the mid to late twentieth century and considers the International Style modernism and postmodernism and Mapping the Future opens at the end of the last century and includes current discussions on legibility social responsibility and new media Striking color images illustrate each of the movements discussed and demonstrate the ongoing relationship between theory and practice A brief commentary prefaces each text providing a cultural and historical framework through which the work can be evaluated Authors include such influential designers as Herbert Bayer L szlo Moholy Nagy Karl Gerstner Katherine McCoy Michael Rock Lev Manovich Ellen Lupton and Lorraine Wild Additional features include a timeline glossary and bibliography for further reading A must have survey for graduate and undergraduate courses in design history theory and contemporary issues Graphic Design Theory invites designers and interested readers of all levels to plunge into the world of design discourse **Meggs' History of Graphic Design** Philip B. Meggs,Alston W. Purvis,2016-04-14 The bestselling graphic design reference updated for the digital age Meggs History of Graphic Design is the industry s unparalleled award winning reference With over 1 400 high quality images throughout this visually stunning text guides you through a saga of artistic innovators breakthrough technologies and groundbreaking developments that define the graphic design field The initial publication of this book was heralded as a publishing landmark and author Philip B Meggs is credited with significantly

shaping the academic field of graphic design Meggs presents compelling comprehensive information enclosed in an exquisite visual format The text includes classic topics such as the invention of writing and alphabets the origins of printing and typography and the advent of postmodern design This new sixth edition has also been updated to provide The latest key developments in web multimedia and interactive design Expanded coverage of design in Asia and the Middle East Emerging design trends and technologies Timelines framed in a broader historical context to help you better understand the evolution of contemporary graphic design Extensive ancillary materials including an instructor s manual expanded image identification banks flashcards and quizzes You can t master a field without knowing the history Meggs *History of Graphic Design* presents an all inclusive visually spectacular arrangement of graphic design knowledge for students and professionals Learn the milestones developments and pioneers of the trade so that you can shape the future Radical Graphics/Graphic Radicals Laurel Harper,1999-10 Today s highly accelerated visual culture a realm of converging media rapid technological advancement and unprecedented crossover among the arts popular culture and commerce compels the new breed of designer to create innovative visual languages radical graphics graphic radicals offers an unparalleled look at the work of those visionaries who are redefining graphic design in our era Book jacket *The Typographic Medium* Kate Brideau,2021-10-19 An innovative examination of typography as a medium of communication rather than part of print or digital media Typography is everywhere and yet widely unnoticed When we read type we fail to see type In this book Kate Brideau considers typography not as part of print media or digital media but as a medium of communication itself able to transcend the life and death of particular technologies Examining the contradiction between typographic form often overlooked and function often overpowering Brideau argues that typography is made up not of letters but of shapes and that shape is existentially and technologically central to the typographic medium After considering what constitutes typographic form Brideau turns to typographic function and how it relates to form Examining typography s role in both the neurological and psychological aspects of reading she argues that typography s functions exceed reading typographic forms communicate but that communication is not limited to the content they carry To understand to what extent the design and operations of the typographic medium affect the way we perceive information Brideau warns we must understand the medium s own operational logic embodied in the full diversity of typographic forms Brideau discusses a range of topics from intellectual property protection for typefaces to Renaissance and Enlightenment ideal letterforms and draws on a wide variety of theoretical work including phenomenological ideas about comprehension German media archaeology and the media and communication theories of Vil m Flusser and others Hand drawn illustrations of typographic forms accompany the text

The Design History Reader Grace Lees-Maffei,Rebecca Houze,2024-12-12 This revised and updated edition addresses the international history and practice of design from the 17th century to the present day Covering both primary texts by social theorists designers and design reformers and secondary texts in the form of key works of design history and design

thinking the Reader provides an essential resource for understanding the history of design the development of the discipline and contemporary issues in design history and practice including decolonization sustainability historiography gender and globalization Extracts are grouped into thematic sections each with a contextualizing introduction by the editors and a guide to further reading The updated edition of The Design History Reader expands upon its original content and features numerous significant voices from across the globe Authors include William Morris Karl Marx Roland Barthes Victor Margolin Penny Sparke Judy Attfield Ellen Lupton and many more

Emigre, 2001 Art of Illusion Dan Karlholm, 2006 To survey art history as a whole was a pressing task for a generation of German scholars around the mid nineteenth century Their projections of a historicist chain of artworks ranged from textual narratives without illustrations to separate picture compendia as well as images of a more allegorical kind Other means with which to picture art history as part of a virtually all encompassing cultural history were the museums of art erected in Germany at the time in Berlin and Munich especially This book deals with practices of representing art history in various media This includes post Hegelian texts and engravings of art history from the 1840s onwards by Franz Kugler Julius Schnorr and others In addition works of art of the late twentieth century by Andy Warhol Anselm Kiefer and others provide opportunities to speculate on the after effects and discursive traces of the old regime Extending the concept of historiography to include not just textual or institutional endeavours but a host of different images as well from reproductive prints to pop paintings and visual archives of the digital era this study is intended to contribute in new ways to a critical historiography of the field of art history and visual culture today

How to be a Graphic Designer Without Losing Your Soul, 2nd Edition Adrian Shaughnessy, 2010-08-30 Graphic designers constantly complain that there is no career manual to guide them through the profession Adrian Shaughnessy draws on a wealth of experience to provide just such a handbook Aimed at the independent minded it addresses the concerns of young designers who want to earn a living by doing expressive and meaningful work and avoid becoming a hired drone working on soulless projects It offers straight talking advice on how to establish your design career and suggestions that you won't have been taught at college for running a successful business This revised edition contains all new chapters covering professional skills design thinking and global trends including social responsibility ethics and the rise of digital culture Also included are interviews with leading designers Jonathan Barnbrook Sara De Bondt Stephen Doyle Ben Drury Paul Sahre Dmitri Siegel Sophie Thomas and Magnus Voll Mathiassen

Ideas About Art Kathleen K. Desmond, 2011-05-06 Ideas About Art is an intelligent accessible introductory text for students interested in learning how to think about aesthetics It uses stories drawn from the experiences of individuals involved in the arts as a means of exposing readers to the philosophies theories and arguments that shape and drive visual art An accessible story driven introduction to aesthetic theory and philosophy Prompts readers to develop independent ideas about aesthetics this is a guide on how to think not what to think Includes discussions of non western contemporary and discipline specific theories Examines a range of art based dilemmas across a wide variety

of disciplines from art and design and law to visual and museum studies Academic and Professional Writing in an Age of Accountability Shirley Wilson Logan, Wayne H. Slater, 2018-12-27 What current theoretical frameworks inform academic and professional writing What does research tell us about the effectiveness of academic and professional writing programs What do we know about existing best practices What are the current guidelines and procedures in evaluating a program s effectiveness What are the possibilities in regard to future research and changes to best practices in these programs in an age of accountability Editors Shirley Wilson Logan and Wayne H Slater bring together leading scholars in rhetoric and composition to consider the history trends and future of academic and professional writing in higher education through the lens of these five central questions The first two essays in the book provide a history of the academic and professional writing program at the University of Maryland Subsequent essays explore successes and challenges in the establishment and development of writing programs at four other major institutions identify the features of language that facilitate academic and professional communication look at the ways digital practices in academic and professional writing have shaped how writers compose and respond to texts and examine the role of assessment in curriculum and pedagogy An afterword by distinguished rhetoric and composition scholars Jessica Enoch and Scott Wible offers perspectives on the future of academic and professional writing This collection takes stock of the historical rhetorical linguistic digital and evaluative aspects of the teaching of writing in higher education Among the critical issues addressed are how university writing programs were first established and what early challenges they faced where writing programs were housed and who administered them how the language backgrounds of composition students inform the way writing is taught the ways in which current writing technologies create new digital environments and how student learning and programmatic outcomes should be assessed

Design Issues ,2011 *The Politics of the Superficial* Brett Ommen, 2016-06-30 The Politics of the Superficial argues that the increasing volume of visually communicative surfaces in public life contributes to a very particular form of public imagination and political activity *Type Design* Teal Triggs, 2003-10-21 From inception to commercial application and with lavishly illustrated examples this book explores the idea of type design by experimentation and how this produces innovations in typography Treating them as two distinct disciplines the book first deals with the design of typefaces and secondly with the use of type in layouts This is an essential book for professionals students academics and anyone who is interested in typography graphic design visual culture and design history BOOK JACKET

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