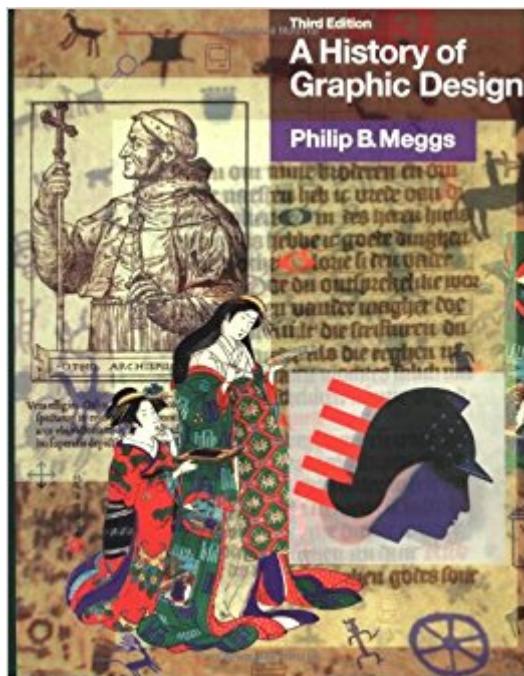The book was found

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."-rinting 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.

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Customer Reviews

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 TimesWith this book, Meggs made it easier for designers to envision their work in terms of history. The final pages of each edition attempt to put young designers into historical context, perhaps before their influence can be accurately assessed. Although some may argue that it's an effort to control history rather than report it, this book makes for a lively debate. A History of Graphic Design, now in its third edition, stands as a monumental contribution to the field. -- Critique Magazine, Pamela Williams, Spring 1997

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.

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 wont 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 PicassoText (+)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.

I needed this for a class, so I didn't have a choice to buy this or not. This was not for leisure reading.However, I will definitely not be selling this to another student! I like the way everything is written; it's very down to earth and easy to understand. If you're looking for a specific person or time period, it's very easy to locate that. This is the first history book I've found that made sense when divided into chapters; everything else I've read (for school or leisure) was disorganized and confusing. I'll be keeping this for future reference.There are a lot of pictures of the artifacts they are talking about, and lots of good information.The book came in excellent condition with no bends, rips, or fraying. The cover is actually a dust jacket, the actual book is white.

There are errors in the pictures associated with the captions, and I know this because I studied the hardcover version before I returned it after buying the Kindle version. Also, it is hard to maneuver around the Kindle version, when there are so many pictures associated with captions that don't always show up on the page concurrently. Probably not a good idea to study this type of material on a Kindle version, unless it was better formatted. Now I have to buy the book too just to be sure that I am studying the correct material.

Amazing book! Coming from VCUarts, I can honestly say this book is considered the bible there.. and for good reason. Philip Meggs received a masters at VCUarts and went on to teach there. This book does such a great job of outlining everything you need to know not only as a design student, but also as a professional in the design world. You will use it long after your school days are over.. guaranteed.

Wow, fascinating information! Within the first chapter I was hooked and didn't want to stop reading more about the history of pictographic communications. There is a ton of useful information for designers to reflect on to enhance their understanding of the field. Moreover, the author does a great job at writing the material and presenting new information in an interesting way. For a history book it was not a bore in the slightest.

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 Rennaissance, 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 typogrphic 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.

This is a fascinating book to own. I needed it for a graphic design history class and ended up loving the content in this book. Once the class was over, I found myself not wanting to sell the book as its one of those you just want to always have around. It has such beautiful photographs of work in the book as well and I find my four year old son looking at all the art, designs and history of the works.

truly amazing material.

It's an art history. Not very exciting but alright. Has a lot of good info for art enthusiasts and students. The physical book is really big and heavy so its a pain to carry around unless you keep it in your car so the kindle edition was a lifesaver! Being able to highlight and add in notes was really handy. Finding the section you need can be a bit of a pain as you cant just flip through it but you get use to it.

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