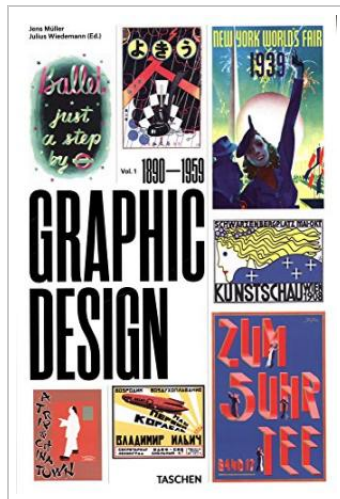



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History of Graphic Design Volume 1: 1890-1945

By Jens Muller, Julius Wiedemann,

Taschen January 2018, 2018. Hardcover. Condition: New. Visual Spirit of the Ages How graphic design came about History is a complex business. Fortunes boom and bust, empires wax and wane, and change--whether social, political, or technological--has its winners, its losers, its advocates, and its enemies. Through all the turbulent passage of time, graphic design--with its vivid, neat synthesis of image and idea--has distilled the spirit of each age. This book offers a comprehensive history of graphic design from the end of the 19th century to the ruins of World War II. It traces the evolution of this creative field from its beginning as poster design to its further development into advertising, corporate identity, packaging, and editorial design. Organized chronologically, the volume features over 2,000 seminal designs from all over the world, 72 of which are profiled in detail besides 57 leaders in the field, including Alphonse Mucha (chocolate advertisements), Edward Johnston (London Underground logo and typeface), El Lissitzky (constructivist graphics), Herbert Matter (photomontage travel posters from Switzerland), Saul Bass (animated opening titles), and A. M. Cassandre (art deco posters). With his sweeping knowledge of the field, author Jens Muller curates the standout designs of each year alongside a sidebar of...



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Reviews

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