LOOKING CLOSER

CRITICAL WRITINGS ON GRAPHIC DESIGN



EDSTED BY

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Steven Heller

Looking Closer Critical Writings On Graphic Design

Dan Karlholm

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Looking Closer Michael Bierut, William Drenttel, Steven Heller, 1994-11-01 Looking Closer is a collection of the best contemporary writing about graphic design including theoretical practical business oriented philosophical and humorous essays Selected by a prestigious editorial committee composed of Michael Bierut William Drenttel Steven Heller and DK Holland the essays reflect on inspiration ethics isms the impact of new technology and the role of design in the larger culture 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 Looking Closer 5 Michael Bierut, William Drenttel, Steven Heller, 2006 The final installment in this acclaimed series offers astute and controversial discussions on contemporary graphic design from 2001 to 2005 This collection of essays takes stock of the quality and profundity of graphic design writing published in professional and general interest design magazines as well as on blogs and Internet journals Prominent contributors include Milton Glaser Maud Lavin Ellen Lupton Victor Margolin Mr Keedy David Jury Alice Twemlow Steven Heller Jessica Helfand William Drenttel Michael Bierut Michael Dooley Nick Curry Emily King and more Among the important themes discussed design as popular culture design as art politics aesthetics social responsibility typography the future of design and more Students graphic designers beginning their careers and veterans seeking fresh perspective will savor this anthology gathered from some of today's top graphic design writers and practitioners as well as commentators from outside the profession From the series that helped launch the design criticism movement and was the first to anthologize graphic design criticism from key sources this volume promises to be the most provocative of all 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

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often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of **Looking Closer 3** Michael Bierut, 1999 Rare and difficult to find essays provide fascinating reading in this third readers anthology in the Looking Closer series a matchless resource tracing the continuum of critical thought from graphic design1s earliest days as a viable art and craft Looking Closer 3 brings back into discourse more than thirty seminal essays by such distinguished figures as William Morris Aldous Huxley Alvin Lustig and Paul Rand reviving ideas of form and content as well as arguments over manner and style that have been lost for decades For professionals teachers and students alike this pivotal collection is an invaluable compliment to any design library 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 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 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 and Digital Designer Steven Heller, Veronique Vienne, 2015-04-15 Begin your graphic design career now with the guidance of industry experts Becoming a Graphic and Digital Designer is a single source guide to the myriad of options available to those pursuing a graphic design career With an emphasis on portfolio requirements and job opportunities this guide helps both students and individuals interested in entering the design field prepare for successful careers Coverage includes design inspiration design genres and design education with discussion of the specific career options available in print interactive and motion design Interviews with leading designers like Michael Bierut Stefan Sagmeister and Mirko Ilic give readers an insider s perspective on career trajectory and a glimpse into everyday operations and inspirations at a variety of companies and firms Design has become a multi platform activity that involves aesthetic creative and technical expertise Becoming a Graphic and Digital Designer shows readers that the field once known as graphic design is now richer and more inviting than ever before Learn how to think like a designer and approach projects systematically Discover the varied career options available within graphic design Gain insight from some of the leading designers in their fields Compile a portfolio optimized to your speciality of choice Graphic designers work appears in magazines advertisements video games movies exhibits computer programs packaging corporate materials and more Aspiring designers are sure to find their place in the industry regardless of specific interests Becoming a Graphic and Digital Designer provides a roadmap and compass for the The Graphic Design Idea Book Gail Anderson, Steven Heller, 2016-04-13 This book serves journey which begins today as an introduction to the key elements of good design Broken into sections covering the fundamental elements of design key works by acclaimed designers serve to illustrate technical points and encourage readers to try out new ideas Themes covered include narrative colour illusion ornament simplicity and wit and humour The result is an instantly accessible and easy to understand guide to graphic design using professional techniques <u>Print Culture</u> Frances Robertson, 2013 With the advent of new digital communication technologies the end of print culture once again appears to be as inevitable to some recent

commentators as it did to Marshall McLuhan This book charts the elements involved in such claims through a method that examines the iconography of materials marks and processes of print and in this sense acknowledges McLuhan's notion of the medium as the bearer of meaning Cyberpl@y Brenda Danet, 2020-05-28 The Internet is changing the way we communicate As a cross between letter writing and conversation email has altered traditional letter writing conventions Websites and chat rooms have made visual aspects of written communication of greater importance arguably than ever before New communication codes continue to evolve with unprecedented speed This book explores playfulness and artfulness in digital writing and communication and anwers penetrating questions about this new medium Under what conditions do old letter writing norms continue to be important even in email Digital greetings are changing the way we celebrate special occasions and public holidays but will they take the place of paper postcards and greeting cards The author also looks at how new art forms such as virtual theatre ASCII art and digital folk art on IRC are flourishing and how many people collect and display digital fonts on handsome Websites or even design their own Intended as a time capsule documenting developments online in the mid to late 1990s when the Internet became a mass medium this book treats the computer as an expressive Graphic Design Process Nancy Skolos, Thomas instrument fostering new forms of creativity and popular culture Wedell, 2012-08-31 The process of creating graphic design cannot be easily defined each designer has their own way of seeing the world and approaching their work Graphic Design Process features a series of in depth case studies exploring a range of both universal and unique design methods Chapters investigate typical creative strategies Research Inspiration Drawing Narrative Abstraction Development and Collaboration examining the work of 23 graphic designers from around the world Work featured includes projects by Philippe Apeloig Michael Bierut Ed Fella James Goggin Anette Lenz Johnson Banks Me Company Graphic Thought Facility Ahn Sang Soo and Ralph Schraivogel This book is aimed at students and educators as well as practising designers interested in the working methodologies of their peers The Digital Dialectic Peter Lunenfeld, 2000 How our visual and intellectual cultures are changed by the new interaction based media and technologies

Type Matters Christopher Scott Wyatt, Dànielle Nicole DeVoss, 2017-09-01 Pending Space as Language Will Hill, 2023-08-24 This Element examines the function and significance of typographic space It considers in turn the space within letters the space between letters the space between lines and the margin space surrounding the text block to develop the hypothesis that viewed collectively these constitute a metalanguage complementary to the text Drawing upon critical perspectives from printing typeface design typography avant garde artistic practice and design history the Element examines the connotative values and philosophies embodied in the form and disposition of space These include the values attributed to symmetry and asymmetry the role of active space in the development of modernist typography the debated relationship between type and writing the divergent ideologies of the printing industry and the letter arts and the impact of successive technologies upon both the organisation and the perception of typographic space

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 Education of a Graphic Designer Steven Heller, 2015-10-20 Revised and updated this compelling collection of essays interviews and course syllabi is the ideal tool to help teachers and students keep up in the rapidly changing field of graphic design Top designers and educators talk theory offer proposals discuss a wide range of educational concerns such as theory versus practice art versus commerce and classicism versus postmodernism and consider topics such as emerging markets shifts in conventions global impact and social innovation Building on the foundation of the original book the new essays address how graphic design has changed into an information presenting data visualization and storytelling field rooted in art and technology. The forward thinking course syllabi are designed for the increasingly specialized needs of undergraduate and graduate students Personal anecdotes from these designers about their own educations their mentors and their students make this an entertaining and illuminating idea book The book features writing from Lama Ajeenah Roy R Behrens Andrew Blauvelt Max Bruinsma Chuck Byrne Moira Cullen Paula J Curran Louis Danziger Liz Danzico Meredith Davis Sheila de Bretteville Carla Diana Johanna Drucker Milton Glaser Rob Giampietro April Greiman Sagi Haviv Lorraine Justice Jeffery Keedy Julie Lasky Warren Lehrer Ellen Lupton Victor Margolin Andrea Marks Katherine McCoy Ellen McMahon J Abbott Miller Sharyn O Mara Rick Poynor Chris Pullman Michael Rock Katie Salen Douglass Scott Steven Skaggs Virginia Smith Kerri Steinberg Gunnar Swanson Ellen Mazur Thomson Michael Vanderbyl Veronique Vienne Lorraine Wild Richard Wilde Judith Wilde and Michael Worthington 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

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