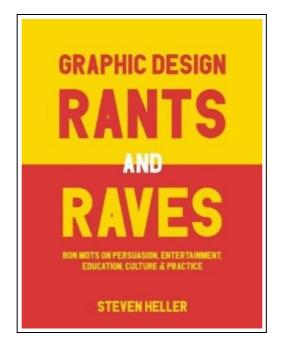
Graphic Design Rants and Raves: Bon Mots on Persuasion, Entertainment, Education, Culture, and Practice (Paperback)



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Reviews

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(Prof. Adell Lubowitz)

GRAPHIC DESIGN RANTS AND RAVES: BON MOTS ON PERSUASION, ENTERTAINMENT, EDUCATION, CULTURE, AND PRACTICE (PAPERBACK)



Skyhorse Publishing, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. Design is everywhere. Graphic design enters into everything. This is the scope of designer Steven Heller's latest essay anthology that covers the spectrum of graphic design and related art and culture. Looking at design as practice, language, culture, and power, each of the forty-plus essays is a self-contained story. Heller pours out his ideas--criticisms and celebrations--on such topics as: A history of our modern Hindu-Arabic numerals, and a look at the letter K Brand design utilized by Hillary Clinton and Donald Trump early in the 2016 Presidential race The tumultuous relationship between design and sex The Charlie Hebdo massacre and the principles of free expression lcons revisited, including Paul Rand (not to be confused with the politician Rand Paul), Ralph Ginzburg, Frank Zachary, George Lois, and Print magazine Food packaging, the design of milk, and USPS stamps The obsessive use of cuteness, and the sad and happy history of the ubiquitous happy face From commercial advertising to government institutions to cultural revolution, from the objects that push design forward to those that seep into the everyday, Graphic Design Rants and Raves is an exploration of how visual design has arrived in the twenty-first century. 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...

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