Graphic Design Theory Readings From The Field

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The ONE Thing

The Bauhaus, the legendary school in Dessau, Germany, transformed architecture and design around the world. This book broke new ground when first published in 1991 by introducing psychoanalysis, geometry, early childhood education, and popular culture into the standard political history of the Bauhaus. The ABC's of Triangle, Square, Circle also introduced two young designers, Ellen Lupton and J. Abbott Miller, whose multidisciplinary approach changed the field of design writing and research. With a new preface by Lupton and Miller, this collection of visually and intellectually stimulating essays is a must-read for educators and students.

The Graphic Design Reader

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 designwhether 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 Theory

Basic semiotic theories are taught in most art schools as part of a contextual studies program, but many students find it difficult to understand how these ideas might impact on their own practice. Visible Signs tackles this problem by introducing key theories and concepts, such as signs and signifiers, and language and speech, within the framework of visual communication. Each chapter provides an overview of a particular facet of semiotic theory, with inspiring examples from graphic design, typography, illustration, advertising and art to illustrate the ideas discussed in the text. Creative exercises at the end of the book will help exemplify these ideas through practical application. The third edition of Visible Signs features new material from international designers and new creative exercises to accompany each chapter. This new edition also features a new design and layout.

Good

Graphic Design in Museum Exhibitions

Graphic Design School allows students to develop core competencies while understanding how these fundamentals translate into new and evolving media. With examples from magazines, websites, books, and mobile devices, the Fifth Edition provides an overview of the visual communications profession, with a new focus on the intersection of design specialties. A brand-new section on web and interactivity covers topics such as web tools, coding requirements, information architecture, web design and layout, mobile device composition, app design, CMS, designing for social media, and SEO.

The ABC's of Triangle, Square, Circle

Graphic Design School

Newly revised and expanded, this classic in book design argues for a non-dogmatic approach, one open to traditional and modern, and symmetrical and assymetrical solutions. Jost Hochuli's work of over 30 years as a book designer is showcased, along with detailed comments by noted designer and critic Robin Kinross."As a designer, Hochuli's main concern is to work out individual solutions for individual books. This book is sure to help anyone who is seeking to develop a considered attitude toward the design and production of the book as a codex." -Fernand Baudin, Logos

Introduction to Graphic Design Methodologies and Processes

A toolkit for visual literacy in the 21st century A New Program for Graphic Design is the first communication-design textbook expressly of and for the 21st century. Three courses--Typography, Gestalt and Interface--provide the foundation of this

book. Through a series of in-depth historical case studies (from Benjamin Franklin to the Macintosh computer) and assignments that progressively build in complexity, A New Program for Graphic Design serves as a practical guide both for designers and for undergraduate students coming from a range of other disciplines. Synthesizing the pragmatic with the experimental, and drawing on the work of Max Bill, György Kepes, Bruno Munari and Stewart Brand (among many others), it builds upon mid- to late-20th-century pedagogical models to convey contemporary design principles in an understandable form for students of all levels--treating graphic design as a liberal art that informs the dissemination of knowledge across all disciplines. For those seeking to understand and shape our increasingly networked world of information, this guide to visual literacy is an indispensable tool. David Reinfurt (born 1971), a graphic designer, writer and educator, reestablished the Typography Studio at Princeton University and introduced the study of graphic design. Previously, he held positions at Columbia University Graduate School of Architecture, Planning and Preservation, Rhode Island School of Design and Yale University School of Art. As a cofounder of O-R-G inc. (2000), Dexter Sinister (2006) and the Serving Library (2012), Reinfurt has been involved in several studios that have reimagined graphic design, publishing and archiving in the 21st century. He was the lead designer for the New York City MTA Metrocard vending machine interface, still in use today. His work is included in the collections of the Walker Art Center, Whitney Museum of American Art, Cooper Hewitt National Design Museum and the Museum of Modern Art. He is the co-author of Muriel Cooper (MIT Press, 2017), a book about the pioneering designer.

Visible Signs

Digital Design Theory bridges the gap between the discourse of print design and interactive experience by examining the impact of computation on the field of design. As graphic design moves from the creation of closed, static objects to the development of open, interactive frameworks, designers seek to understand their own rapidly shifting profession. Helen Armstrong's carefully curated introduction to groundbreaking primary texts, from the 1960s to the present, provides the background necessary for an understanding of digital design vocabulary and thought. Accessible essays from designers and programmers are by influential figures such as Ladislav Sutnar, Bruno Munari, Wim Crouwel, Sol LeWitt, Muriel Cooper, Zuzana Licko, Rudy VanderLans, John Maeda, Paola Antonelli, Luna Maurer, and Keetra Dean Dixon. Their topics range from graphic design's fascination with programmatic design, to early strivings for an authentic digital aesthetic, to the move from object-based design and to experience-based design. Accompanying commentary assesses the relevance of each excerpt to the working and intellectual life of designers.

Visual Research: An Introduction to Research Methodologies in Graphic Design

Graphic Design in Museum Exhibitions offers an in-depth analysis of the multiple roles that exhibition graphics perform in contemporary museums and exhibitions. Drawing on a study of exhibitions that took place at the Victoria and Albert Museum, London, the Museum of London and the Haus der Geschichte, Bonn, Piehl

brings together approaches from museum studies, design practice and narrative theory to examine museum exhibitions as multimodal narratives in which graphics account for one set of narrative resources. The analysis underlines the importance of aspects such as accessibility and at the same time problematises conceptualisations that focus only on the effectiveness of graphics as display device, by drawing attention to the contributions that graphics make towards the content on display and to the ways in which it is experienced in the museum space. Graphic Design in Museum Exhibitions argues for a critical reading of and engagement with exhibition graphic design as part of wider debates around meaning-making in museum studies and exhibition-making practice. As such, the book should be essential reading for academics, researchers and students from the fields of museum and design studies. Practitioners such as exhibition designers, graphic designers, curators and other exhibition makers should also find much to interest them in the book.

Make Your Own Luck

A collection of essays defining the history of graphic design. Nearly 70ritical essays by leading writers explore and define the unique moments,ersonages and events that shaped the course of graphic design from itsarliest beginnings at the turn of the 20th century to the present. Culledrom obscure sources, the writings should provide valuable information andnsight for students, teachers, scholars, and practitioners of design.

A History of Graphic Design

Semiotics concepts from a design perspective, offering the foundation for a coherent theory of graphic design as well as conceptual tools for practicing designers.

Visual Communication: From Theory to Practice

This anthology turns a critical eye on advertising, newspapers, commercial photography.

Design, Writing, Research

How do designers get ideas? Many spend their time searching for clever combinations of forms, fonts, and colors inside the design annuals and monographs of other designers' work. For those looking to challenge the cut-and-paste mentality there are few resources that are both informative and inspirational. In Graphic Design: The New Basics, Ellen Lupton, best-selling author of such books as Thinking with Type and Design It Yourself, and design educator Jennifer Cole Phillips refocus design instruction on the study of the fundamentals of form in a critical, rigorous way informed by contemporary media, theory, and software systems

Logo Design Love

If the aim of graphic design is to communicate meaning clearly, there's an irony that the field itself has struggled between two contradictory opposites: rote design resulting from a rigorous, fixed set of rules, and eccentric design that expresses the hand of the artist but fails to communicate with its audience. But what if designers focused on process and critical analysis over visual outcome? Through a carefully selected collection of more than seventy-five seminal texts spanning centuries and bridging the disciplines of art, architecture, design history, philosophy, and cultural theory, Graphic Design Discourse: Evolving Theories, Ideologies, and Processes of Visual Communication establishes a new paradigm for graphic design methodologies for the twenty-first century. This illuminating anthology is essential reading for practicing designers, educators, and students trying to understand how to design in a singular, expressive way without forgoing clear and concise visual communication.

You May Ask Yourself

The long awaited follow-up to our all-time bestseller Thinking with Type is here. Type on Screen is the definitive guide to using classic typographic concepts of form and structure to make dynamic compositions for screen-based applications. Covering a broad range of technologies—from electronic publications and websites to videos and mobile devices—this hands-on primer presents the latest information available to help designers make critical creative decisions, including how to choose typefaces for the screen, how to style beautiful, functional text and navigation, how to apply principles of animation to text, and how to generate new forms and experiences with code-based operations. Type on Screen is an essential design tool for anyone seeking clear and focused guidance about typography for the digital age.

The Non-Designer's Design Book

A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people attempting to design pages with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised classic--now in full color--includes a new section on the hot topic of Color itself. In The Non-Designer's Design Book, 3rd Editio n, Robin turns her attention to the basic principles that govern good design. Readers who follow her clearly explained concepts will produce more sophisticated and professional pages immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap--which is just what audiences have come to expect from this best-selling author.

Participate

Reading Graphic Design in Cultural Context explains key ways of understanding and interpreting the graphic designs we see all around us, in advertising, branding, packaging and fashion. It situates these designs in their cultural and social contexts. Drawing examples from a range of design genres, leading design

historians Grace Lees-Maffei and Nicolas P. Maffei explain theories of semiotics, postmodernism and globalisation, and consider issues and debates within visual communication theory such as legibility, the relationship of word and image, gender and identity, and the impact of digital forms on design. Their discussion takes in well-known brands like Alessi, Nike, Unilever and Tate, and everyday designed things including slogan t-shirts, car advertising, ebooks, corporate logos, posters and music packaging.

Graphic Design

Where do design principles come from? Are they abstract "rules" established by professionals or do they have roots in human experience? And if we encounter these visual phenomena in our everyday lives, how do designers use them to attract our attention, orient our behavior, and create compelling and memorable communication that stands out among the thousands of messages we confront each day? Today's work in visual communication design shifts emphasis from simply designing objects to designing experiences; to crafting form that acknowledges cognitive and cultural influences on interpretation. In response, Meredith Davis and Jamer Hunt provide a new slant on design basics from the perspective of audiences and users. Chapters break down our interactions with communication as a sequence of meaningful episodes, each with related visual concepts that shape the interpretive experience. Explanatory illustrations and professional design examples support definitions of visual concepts and discussions of context. Work spans print, screen, and environmental applications from around the world. This introduction to visual communication design demystifies the foundational concepts that underpin professional design decisions and shape our experiences in a complex visual world.

Graphic Design History

In this fascinating book, New Yorker business columnist James Surowiecki explores a deceptively simple idea: Large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming to wise decisions, even predicting the future. With boundless erudition and in delightfully clear prose, Surowiecki ranges across fields as diverse as popular culture, psychology, ant biology, behavioral economics, artificial intelligence, military history, and politics to show how this simple idea offers important lessons for how we live our lives, select our leaders, run our companies, and think about our world.

Type on Screen

The Graphic Design Reader features over 50 captivating essays covering an interesting panorama of design issues, as well as dozens of fascinating interviews and candid observations with the master designers who played a key role in shaping the identity, image, and formation of contemporary design.

Graphic Design

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.

Graphic Design Thinking

Written and assembled by three leading critics and curators, Donald Albrecht, Ellen Lupton, and Steven Skov Holt, the book explores the design artifacts and practices that will define the twenty-first century."--BOOK JACKET.

Graphic Design Process

Visual Communication presents a series of theoretical essays that explore themes in graphic design, and work from a number of designers in response to these themes.

Reading Graphic Design in Cultural Context

This guide aims to move students away from a cut-and-paste mentality and refocus design instruction on the fundamentals of form (starting from such basics as point and line) in a critical, rigorous way informed by contemporary media,

theory and software systems.

A New Program for Graphic Design

Good: An introduction to ethics in graphic design is an in-depth introduction to ethics and ethical practice in graphic design. It highlights the practical application and relevance of theory and philosophy at a time when graphic design is in ethical flux. Despite recent manifestos and themed publications on 'design for good' graphic designers have yet to examine what such terms really mean. This book takes philosophy as its starting point, but seeks to marry theory with practical application, removing some of the mystique that surrounds ethical philosophy and highlighting its relevance for us all. It is supported by discussions and insight from established designers, typographers, photographers and illustrators.

Designing Books

One of today's most refreshing young creatives gives the inside scoop on how to make it as a graphic artist. Irreverent and packed with helpful tips for designers of all stripes, Make Your Own Luck is certain to become an indispensable guide for anyone interested in graphic art as a vocation or hobby.

Data-driven Graphic Design

Looks at the social and cultural aspects of graphic design from prehistory to the present day.

Visual Communication Design

There are a lot of books out there that show collections of logos. But David Airey's "Logo Design Love" is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the process, using a wide assortment of real-life examples to support his points. Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable. - Tom Geismar, Chermayeff & Geismar In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. David not only shares his experiences working with clients, including sketches and final results of his successful designs, but uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to best work with clients to achieve success as a designer. Contributors include Gerard Huerta, who designed the logos for Time magazine and Waldenbooks; Lindon Leader, who created the current FedEx brand identity system as well as the CIGNA logo; and many more. Readers will learn: Why one logo is more effective than another How to create their own iconic designs What sets some designers above the rest Best practices for working with clients 25 practical design tips for creating logos that

last

Graphic Design Discourse

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.

The Designer as

First consolidated textbook on design authorship to help designers assume new roles as they manage all aspects of a project.

The Wisdom of Crowds

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 20 graphic designers from around the world. This book is aimed at students and educators, as well as practicing designers interested in the working methodologies of their peers.

The Education of a Graphic Designer

FireSigns

This is the first comprehensive introduction for today'sstudents to the theory of graphic design. Featured topicsinclude communication models; visual representationas a system of signs; cognitive approaches to design;modernism and postmodernism; and the social, cultural,and material contexts of contemporary design.

Design Studies

• More than 500 appearances on national bestseller lists • #1 Wall Street Journal, New York Times, and USA Today • Won 12 book awards • Translated into 35 languages • Voted Top 100 Business Book of All Time on Goodreads People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In The ONE Thing, you'll learn to * cut through the clutter * achieve better results in less time * build momentum toward your goal* dial down the stress * overcome that overwhelmed feeling * revive your energy * stay on track * master what matters to you The ONE Thing delivers extraordinary results in every area of your life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

Design Culture Now

Creativity is more than an inborn talent; it is a hard-earned skill, and like any other skill, it improves with practice. Graphic Design Thinking: How to Define Problems, Get Ideas, and Create Form explores a variety of informal techniques ranging from quick, seat-of-the-pants approaches to more formal research methods for stimulating fresh thinking, and ultimately arriving at compelling and viable solutions. In the style with which author Ellen has come to been known hands-on, up-close approach to instructional design writing brainstorming techniques are grouped around the three basic phases of the design process: defining the problem, inventing ideas, and creating form. Creative research methods include focus groups, interviewing, brand mapping, and co-design. Each method is explained with a brief narrative text followed by a variety of visual demonstrations and case studies. Also included are discussions with leading professionals, including Art Chantry, Ivan Chermayeff, Jessica Helfand, Steven Heller, Abott Miller, Christoph Niemann, Paula Scher, and Martin Venezky, about how they get ideas and what they do when the well runs dry. The book is directed at working designers, design students, and anyone who wants to apply inventive thought patterns to everyday creative challenges.

Story-Based Inquiry: A Manual for Investigative Journalists

Digital technology has not only revolutionized the way designers work, but also the kinds of designs they produce. The development of the computer as a design environment has encouraged a new breed of digital designer; keen to explore the

unique creative potential of the computer as an input/output device. Data-driven Graphic Design introduces the creative potential of computational data and how it can be used to inform and create everything from typography, print and moving graphics to interactive design and physical installations. Using code as a creative environment allows designers to step outside the boundaries of commercial software tools, and create a set of unique, digitally informed pieces of work. The use of code offers a new way of thinking about and creating design for the digital environment. Each chapter outlines key concepts and techniques, before exploring a range of innovative projects through case studies and interviews with the artists and designers who created them. These provide an inspirational, real-world context for every technique. Finally each chapter concludes with a Code section, guiding you through the process of experimenting with each technique yourself (with sample projects and code examples using the popular Processing language supplied online to get you started).

Digital Design Theory

A concise, visually based introduction to graphic designmethodologies Graphic design has emerged as a discipline complete with a bodyof scholarly literature devoted to its underlying theory.Introduction to Graphic Design Methodologies and Processescontributes to this expanding discourse by illustrating the valueof qualitative and quantitative methodologies in guiding conceptualdevelopment in ways beyond those based on taste, style, andpersonal preference. Introduction to Graphic DesignMethodologies and Processes: Introduces a range of practical methodologies pertinent to theinterpreting, targeting, and creating of forms and messages Furthers the ability of designers by showing them how to designcreatively, collaboratively, and strategically, and as a result,helps them move from form-makers to cultural participants—atransformative trend for design professionals Includes case studies with questions and answers contributed bya diverse group, including Second Story and Sol Sender As professional designers play more strategic roles, the needfor material on design methodologies is growing. This concise,visually based introduction to the topic is the designer'sdefinitive resource for defining their purpose, and producing workthat is original, appropriate, responsible—and inspiring.

Graphic Design History

Creativity is no longer the sole territory of the designer and other creative professionals. Amateurs are drawn to websites such as Flickr, Threadless, WordPress, YouTube, Etsy, and Lulu, approaching design with the expectation that they will fill in the content. Never has user-driven design been easier for the public to generate and distribute. How will such a fundamental shift toward bottom-up creation affect the design industry? Designing for Participatory Culture considers historical and contemporary models of making that provide ideas for harnessing user-generated content through participatory design. The authors discuss how designers can lead the new breed of widely distributed amateur creatives rather than be overrun by them. DPC challenges designers to transform audiences into users, and completed layouts into open-ended systems. The book opens with an introductory essay entitled 'Ceding Control,' which explores the general concept of participatory culture and the resulting emergence of systems-oriented models of

co-creation. Four chapters Modularity, Flexibility, Community, and Technology explore the various approaches to participatory design through critical essays, case studies, and interviews with leading designers in the field.

Graphic Design Theory

Visual Research: An Introduction to Research Methodologies in Graphic Design is a guide to the practice of researching for graphic design projects.

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION