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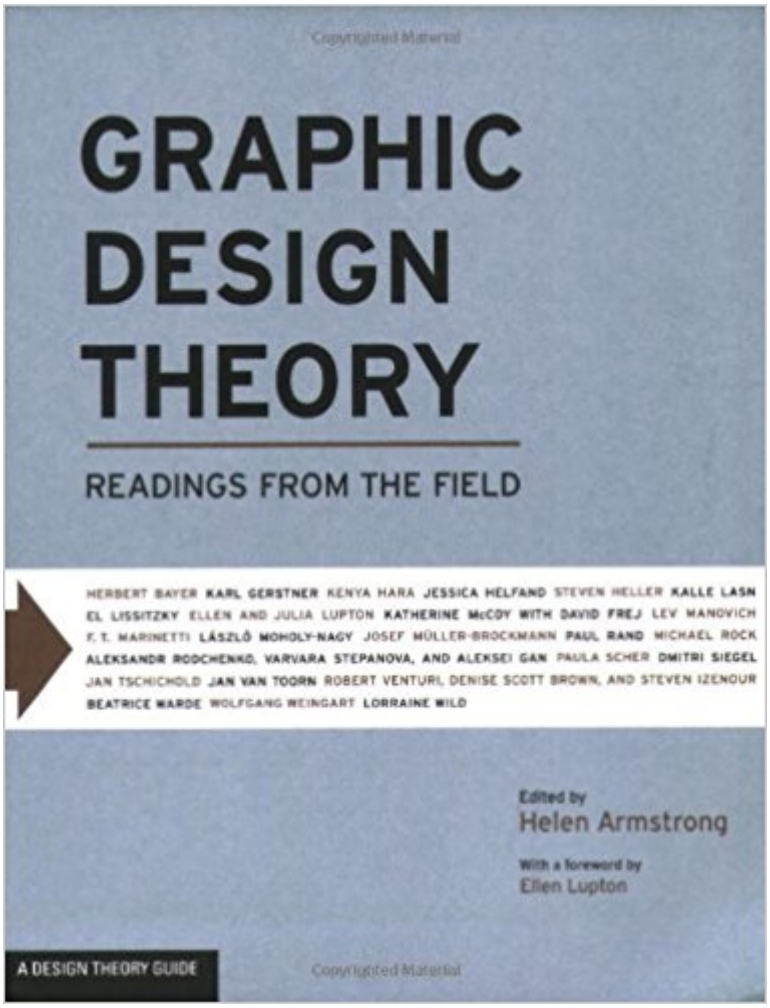
Graphic Design Theory: Readings From The Field



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Synopsis

The titles in our best-selling Design Brief series are highly praised by graphic design students, educators, and professionals worldwide as invaluable resources. Each beautifully designed, affordable volume offers a concise overview of a design fundamentalthe hows of design. But as most seasoned designers will tell you, a comprehensive education also requires an understanding of the whys of design practice. Graphic Design Theory presents groundbreaking, primary texts from the most important historical and contemporary designthinkers. From Aleksandr Rodchenko's "Who We Are: Manifesto of the Constructivist Group" to Kenya Hara's "Computer Technology and Design," this essential volume provides the necessary foundation for contemporary critical vocabulary and thought. 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, Lszl 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.

Book Information

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Customer Reviews

"I heartily recommend this book for anyone seeking a friendly, concise overview of graphic design theory. The texts included are fresh and provocative. And the book design makes it a pleasure to read (particularly in comparison to the Looking Closer series). Each group of texts is followed by a section of vivid images called "Theory at Work" that explicates the ideas presented. I plan to reach for this book any time I need to stimulate my brain and/or my design." -- Hartleib --Share Brain, April 29, 2009"An intro to design theory featuring essays from some of the industry's most important contemporary thinkers." --How Magazine"Design and Reflexivity by Jan Van Toorn. Appears in the book Graphic Design Theory: Readings From the Field edited by Helen Armstrong, published by Princeton Architectural Press.The political in design is often looked at in a context of making a political statement but neglects the political process linked to design itself. The circumstances and intentions that lie behind the designer are assumed to be transparent, but in a market economy the profit will always be the underlying factor. In this sense Van Toorn argues that in order for design to function it accepts the established order as the basis of its actions. Social order legitimizes design and in turn it becomes necessary for design to legitimize the social order as well, creating a system that denies a critical look into the system itself (102). Acknowledge this realization, reality becomes a concept that is separated from design it becomes difficult for design to become much more that representations of the representations of the current system." - Michael Carbaugh --Michael Carbaugh"This book offers a great primer on graphic design theory by collecting 24 essays from design luminaries like Jan Tschichold, Lorraine Wild, Paul Rand, El Lissitzky, Herbert Bayer, and more, culled from writings spanning more than a century on wide ranging topics from typography to the social responsibilities of a designer. " --Jason Santa Maria

Great Book, totally worthy of buying and reading.

There are missing pages which doesn't help me for class. I am highly disappointed with this product. Wish I could return it.

A collection of seminal essays, yes, but perhaps overly broad and unfocused. Falls apart when

trying to account for the last couple of decades as it’s too timid to venture far beyond commercial design and the sphere of advertising. A really superficial engagement with the contemporary digital reality.

A solid, if not enthralling series of essay-style designer historical stories defining various movements throughout the ages. Gives perspective on where graphic design may be heading.

Here’s a stupid irony. The layouts, if not the typography, are completely blown up in the ebook. I haven’t finished it yet but I can’t complain about the actual content, which is excellent.

Such a great book!

I loved the book, good quality and good content, it’s a must have for designers. Covers a lot of topics.

good book

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