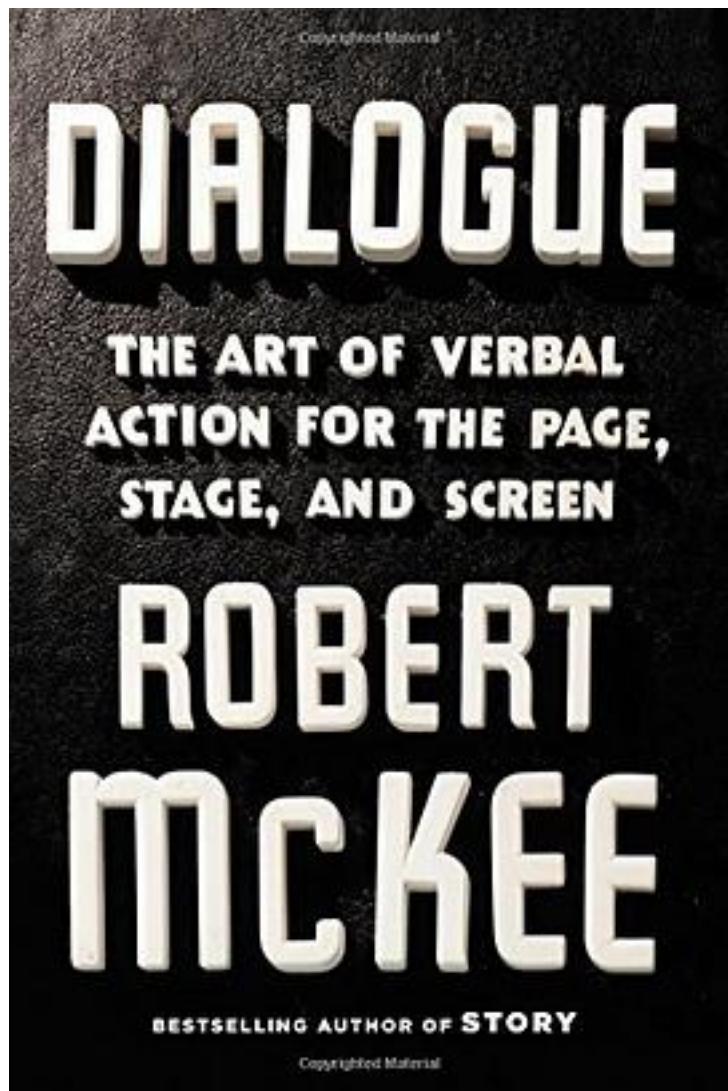


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著者:Cole, Shaun

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The last 30 years have seen a revolution in the production of graphics. Computers have had a profound effect on an industry which previously relied on working by hand. Focusing on the collaboration between graphic designers and their clients, this forward-looking book takes account of the many different applications for graphic design: brand identity; retail; film; architecture; civic identity; fashion; art; exhibitions; magazines and books; and the web. Through interviews with the designers, the clients, commissioning bodies, consumers and critics, it will offer an insight into the practice of graphic design in today's global culture.

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