

Design Writing Research



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This critical study of graphic design and typography is a source for anyone interested in the art and history of books, letterforms, symbols, advertising, and theories of visual and verbal communication. A section on theory considers the centrality of the written and printed word to post-structuralism and deconstruction. A wide range of design practices are discussed, from the history of punctuation and the origins of international pictograms to the structure of modern typography. A section on media looks at the role of design in mass communications with essays on stock photography, visual journalism, illustration, advertising and vernacular design cultures. The book closes with history, a section organised as a time line spanning 200 years of design in America. These historical case studies show how the modern profession of graphic design emerged in response to cultural, political and economic developments in the US.

作者介绍:

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