

Visual Communication



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著者:Jonathan Baldwin

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The title incorporates contextual essays that explore how cultural theory can be

applied to the real-world practice of graphic design, and are discussed by designers such as Neville Brody, Michael Bierut and Joan Farrer. This title helps students to develop sound critical judgment and informed strategies for the conception of new ideas that accurately reflect the current zeitgeist. All arts graduates study cultural theory as a part of their degree courses. This title is a companion guide to this theory; it has been edited to fit broadly into the diverse curricula of art schools and colleges around the world and is tailored for course adoptions.

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