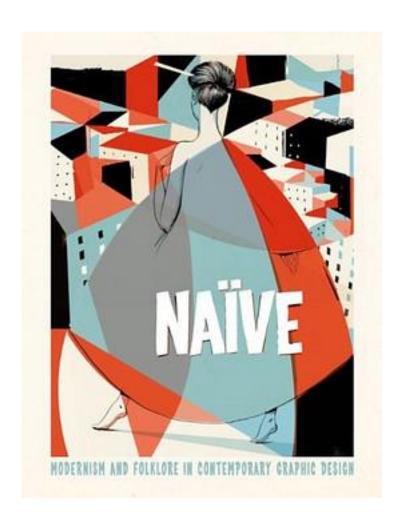# Naive

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著者:R. Klanten

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Naïve documents the extraordinary renaissance of Classic Modernism, from the 1940s to 1960s, in contemporary graphic design. This compilation introduces a new wave of young designers who are rediscovering the stylistic elements reminiscent of classic

graphic design such as silkscreen printing, classical typography, hand lettering, woodcutting and folk art and integrating them into their work. Inspired by 20th century American legends such as Saul Bass, the undisputed master of film title design and iconic logos as well as modernist graphic artist Charley Harper and textile designer Alexander Girard, the burgeoning designers and their work showcased this in this book are inspiring, ranging ...

作者介绍:

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标签

graphic_design

绘画

Graphic

设计

服装

平面设计

dgv

Textile

评论

I've read it in waterstone's...it's perfect.

Modernism and folklore in contemporary graphic design

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书评

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