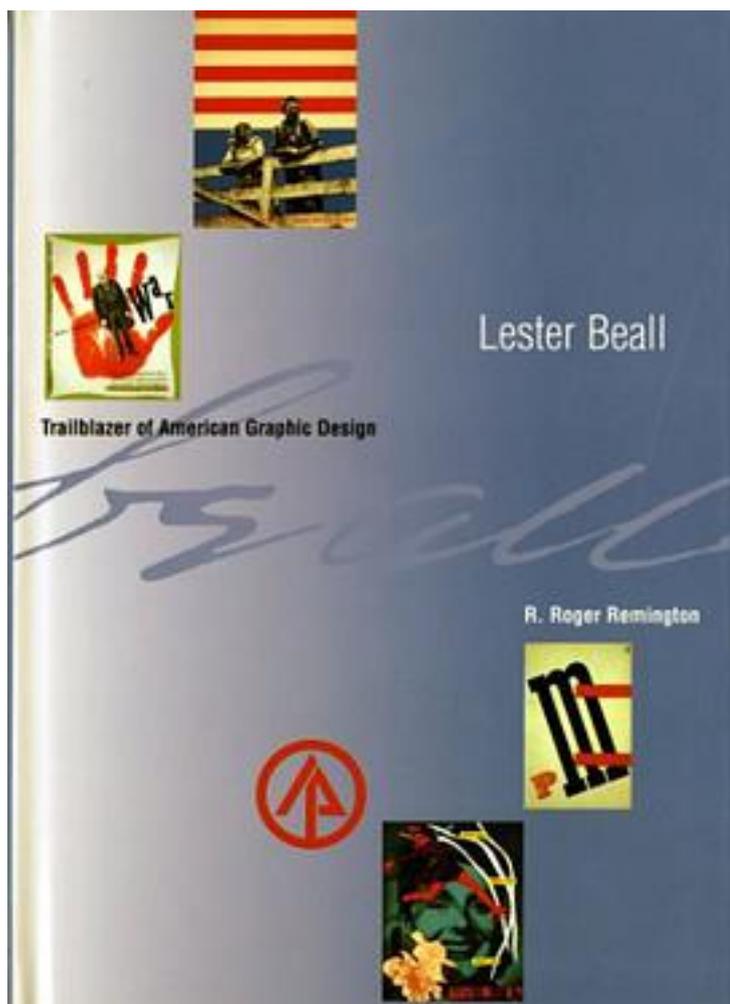


Lester Beall



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著者:Remington, R. Roger

出版者:

出版时间:1996-8

装帧:

isbn:9780393730029

Lester Beall, who died in 1969, was the first graphic designer to receive a one-man

exhibit at the Museum of Modern Art (in 1937) and was awarded the 1993 Lifetime Achievement Award by the American Institute of Graphic Artists, a sign of his importance in American graphic design.

In full color, this book documents the work of his pioneering 44-year career-advertising, corporate-identity programs, product styling, packaging, exhibits, murals, annual reports, posters, books, and magazines for a wide range of clients, including the U.S. government, the International Paper Company, Martin Marietta Corporation, and many others.

作者介绍:

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