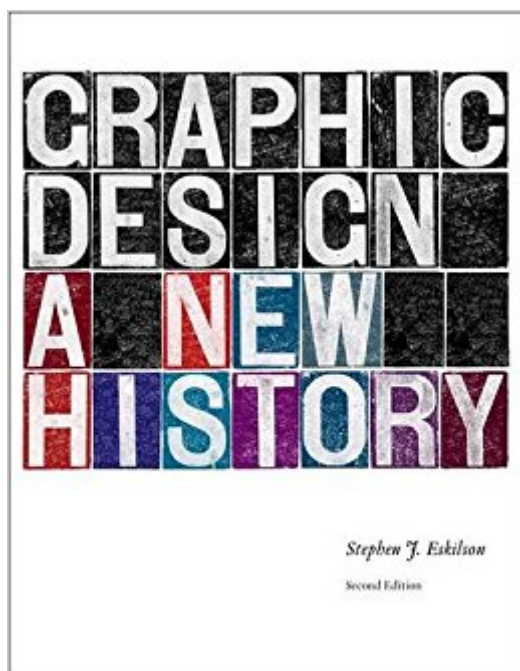The book was found

Graphic Design: A New History

Synopsis

Now in its second edition, this innovative look at the history of graphic design explores its evolution from the 19th century to the present day. Author Stephen J. Eskilson demonstrates how a new era began for design arts under the influence of Victorian reformers, tracing the emergence of modernist design styles in the early 20th century, and examining the wartime politicization of regional styles. Richly contextualized chapters chronicle the history of the Bauhaus and the rise of the International Style in the 1950s and '60s, and the postmodern movement of the 1970s and '80s. The book's final chapter looks at current trends in graphic design, with in-depth discussions of grunge, comic book, and graffiti aesthetics; historicism and appropriation; and the influence of technology, web design, and motion graphics.The second edition features over 80 new images, revised text throughout, a new chapter on 19th-century design, and expanded sections on critical topics including the Swiss Style, Postmodernism, and contemporary design.

Book Information

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Customer Reviews

"Eskilson looks at design from the art perspective more than the others do, which is valuable because design does indeed intersect with art movements."Ã¢â ¬â •Steven Heller, New York Times Book Review "Eskilson . . . scrupulously tells the history of graphic design, beginning with the printing of the Gutenberg Bible to today's digital design-it-yourself pages on social-networking Web sites. What makes this history 'new' is the author's focus on the role that technology has played, for better or worse, in the evolution of design style."Ã¢â ¬â •Lisa Rossi, Wall Street JournalÃ Â "This newly-updated edition adds over eighty new images and revised text,

making this an even more essential reference for designers as well as art historians."Ã¢â ¬â •Publisher's Weekly (starred review)Ã Â "Art historian Eskilson has created a uniquely comprehensive, discerning, and vital history. . . . Eye-opening on many levels."Ã¢â ¬â •Booklist "[Eskilson] has done excellent work synthesizing a vast range of secondary literature on the history of graphic design; he has done an even stronger job amassing a body of rich, engrossing, and often surprising visual material presented via top-quality reproductions. . . . Through that mix of established landmarks and fresh finds from the archive, Eskilson goes far in enlarging the history of graphic design. . . . Anyone with a serious design library should consider acquiring Eskilson's new history. It will serve as a reliable reference and a fruitful compendium of visual ideas."Ã¢â ¬â •Ellen Lupton, I.D. International Design MagazineÃ Â "This second edition is one of the best accounts of the history of graphic design from the late 19th century to the present currently published in English."Ã¢â ¬â •Choice

Stephen J. Eskilson is associate professor of art at Eastern Illinois University. He is coauthor of Frames of Reference: Art History and the World and publishes frequently on contemporary art and design.

Wow, what a fantastic tome! Illustrations are stunning. Writing is clear. It's an enormous topic and this HUGE and physically heavy volume really does the subject of graphic design justice. I recommend to anyone who is interested in the graphic arts.

Bought this for an Art History class, but keeping it as a coffee table book! Really lovely!

I love this book, had to get it for a class but I will keep it forever and haul it from pace to place as I grow old. So beautiful with an expansive history of design with in.

This was one of the very few text books I did not sell back. It's a good book for any designer to have.

Great book because you can read it as a reference only on the matter that you need. It doesn't matter whether it is at the end of the book or in the middle.

Got this book for a Graphic Design history class, wasn't too excited about the thickness of the book,

but it's not that bad. It has a bunch of pictures to show you what he's talking about. This book has taught me soo much, my work has greatly improved and I know where to cite references, so I sound smarter. Goes into a more than just the work, but what's going on in the world at the time and why it's affecting it. The book jumps around at times when certain movements overlap, but overall I think it's a great book, and well worth the money, and when your done with it it'll make a nice coffee table piece.

A hefty book - a substantial amount of time was put into it - but to what end? This book is an adjunct to and wholly dependent upon Meggs' History of Graphic Design. Whereas Meggs' puts the historical works in context, has a clear understanding of typography, the cross-pollination of art and design especially in the early 20th c., Eskilson sacrifices the germane for the anecdotal and irrelevant. I am also highly concerned about Eskilson's defaulted, misinformed need to link all things Graphic Design to advertising posters. The title of the book should read: "Comprehensive Guide to Printers and Advertisers."The entire text reads as a petulant argument and the constant use of the word "orthogonal" to describe just about everything comes across as lazy.

This book is essential for any serious graphic designer. It covers the beginning of graphic design from the Victorian era to the modern era and everything in between. There are so many good design examples and the book shows how design has evolved internationally.

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Shapes: Geometric Forms in Graphic Design (Graphic Design Elements) Graphic Design School: The Principles and Practice of Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) The New World: 1500-1750- Graphic U.S History (Saddleback Graphic: American History) Problems of a New Nation: 1800-1830- Graphic U.S. History (Saddleback Graphic: U.S. History) World History, Ancient History, Asian History, United States History, European History,

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