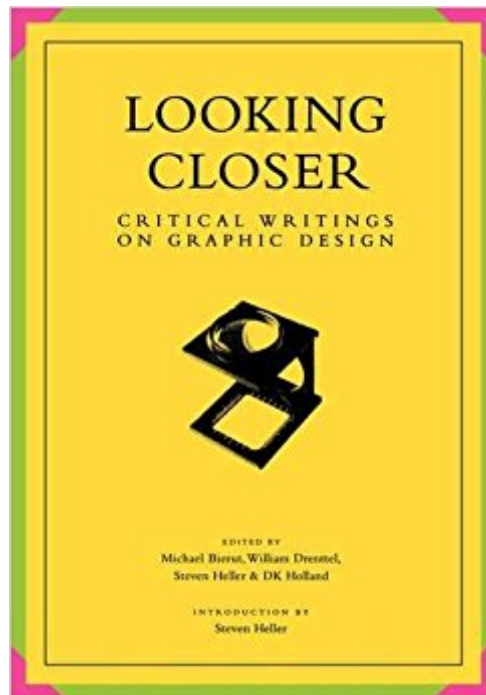


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Looking Closer: Critical Writings On Graphic Design



Synopsis

Looking Closer is a collection of the best contemporary writing about graphic design, including theoretical, practical, business-oriented, philosophical, and humorous essays. Selected by a prestigious editorial committee composed of Michael Bierut, William Drenttel, Steven Heller, and DK Holland, the essays reflect on inspiration, ethics, "isms," the impact of new technology, and the role of design in the larger culture. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Book Information

Series: Looking Closer (Book 1)

Paperback: 245 pages

Publisher: Allworth Press (November 1, 1994)

Language: English

ISBN-10: 1880559153

ISBN-13: 978-1880559154

Product Dimensions: 6.8 x 7 x 10 inches

Shipping Weight: 1 pounds

Average Customer Review: 4.7 out of 5 stars 3 customer reviews

Best Sellers Rank: #578,974 in Books (See Top 100 in Books) #163 in Books > Textbooks > Humanities > Design #260 in Books > Arts & Photography > Decorative Arts & Design > Design History & Criticism #1646 in Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

A scholarly volume . . . these essays and contributions examine some of the major artistic, design, and philosophical arguments evolving in the field today, and are recommended reading for college-level graphic designers . . . -- The Midwest Book Review
The editors . . . have gathered essays, rants, and observations that are indeed significant. The reader takes in history, both recent

and long past; reminders of ideas that have triumphed; styles that have crashed and burned; arguments that remain unsettled . . . -- Step-By-Step Graphics This eye-catching volume has something for everyone. . . a graphic designer's dream. . . Admirers of Milton Glaser, Paul Rand, Dugald Stermer, Steven Heller and 40 others can feast their minds on this intelligent collection of thoughtful essays . . . Looking Closer is a provocative magnifying glass through which to view our culture -- Design Management Journal To jump smack dab into the middle of the current graphic design dialogue, read Looking Closer and Looking Closer 2. These volumes combined offer 80-plus lucid commentaries on everything from "jive modernism" and the social function(s) of design to postmodern theory and its implications for design. What astonishes me about these visual artists' texts is just how stylish, thoughtful, accessible and engaging they are. . . the reader feels privileged to eavesdrop on the cream of the profession . . . talk theory and talk shop with each other in readily comprehensible ways . . . -- Photography in New York, January/February 1997

Steven Heller is co-chair of the MFA Design: Designer as Author program at the School of Visual Arts, New York. His many previous books include Typographic Universe, New Modernist Type, and Scripts.

This seems to be a very good series for Designers who see design as a way of life and not just a paycheck. There are a lot of conceptual motifs discussed as it examines all of the intellectual considerations a designer must address when working on a job that demands more than aesthetic alone. It delves into the very essence of communication at the visual level as it reviews typography, semiotics and a host of other immediately pertinent subject matter. Well worth the price of admission. An indispensable publication that will maintain its relevance for decades to come.

This excellent collection of essays about Graphic Design will become a new 'go to book' for me. It's the kind of book that can be read and re-read.

This is the first volume in a collection of books on design criticism. The articles are pulled from sources like the Journal of the AIGA, Print, and EYE magazine. The topics range the "ugly aesthetic" to the state of design education. The articles are all decent none really stick out as undeserving of a place in this collection. Paul (IBM logo) Rand contributes an interesting essay on what purpose logos really serve and Paula Scher talks about the way she runs her classes at SVA. The essays all provide some food for thought (even if the thought is "I'd like to smack this guy.") Buy

it and keep it with you It's a good thing to have around while your waiting for a bus, a haircut, or a class to begin.

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