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The story of graphic design is one of the most exciting and most important in the history of 20th-century visual culture. Created to inform, identify and promote, graphic design has evolved from its roots in the development of printing to become a profession and a discipline in its own right.

Graphic Design: A Concise History (World of Art): Amazon ...

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Graphic Design: A Concise History (World of Art) This authoritative documentary history begins with the poster and goes on to chart the development of word and image in brochures and magazines, advertising, corporate identity, television, and electronic media, and the impact of technical innovations such as photography and the computer.

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A revised and expanded history surveying a vast range of media and including the technologically induced changes in graphic design since 1990. Starting with posters, advertising and corporate identity, it charts the development of word and image up to and including the impact of digital technology.

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Richard Hollis takes as a starting point the idea that graphic design begins in the late nineteenth century with the development of the poster which combined word and image. If you are happy to ignore what went before, what he presents is thought provoking and a visual treat.

Graphic Design: a concise history of 19th and 20th C design

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5.0 out of 5 stars Concise History of Graphic Design. 26 December 2013. Format: Paperback Verified Purchase. I checked this book out in my university library to help with some essays and then decided to purchase as its such a good resource. It is an informative, well-designed book with plenty of relevant imagery as illustrations.

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