



Design Literacy: Understanding Graphic Design

By Steven Heller

Download now

Read Online ➔

Design Literacy: Understanding Graphic Design By Steven Heller

This update to the first book to provide explicit case histories of the successful marriage of form and content in graphic design explores more than 125 classic and contemporary works-30 of them brand new-explaining why they are aesthetically significant and how they function as good design. These thought pieces offer a vast taste of the aesthetic, political, historical, and personal issues that move today's global design community and fans. •0 Full of new stories about the graphic icons and idols of today's design culture • This replaces 1-880559-76-5 which has sold nearly 20,000 copies

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.

↓ [Download Design Literacy: Understanding Graphic Design ...pdf](#)

📖 [Read Online Design Literacy: Understanding Graphic Design ...pdf](#)

Design Literacy: Understanding Graphic Design

By Steven Heller

Design Literacy: Understanding Graphic Design By Steven Heller

This update to the first book to provide explicit case histories of the successful marriage of form and content in graphic design explores more than 125 classic and contemporary works-30 of them brand new-explaining why they are aesthetically significant and how they function as good design. These thought pieces offer a vast taste of the aesthetic, political, historical, and personal issues that move today's global design community and fans. •0 Full of new stories about the graphic icons and idols of today's design culture • This replaces 1-880559-76-5 which has sold nearly 20,000 copies

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.

Design Literacy: Understanding Graphic Design By Steven Heller Bibliography

- Sales Rank: #1496278 in Books
- Brand: Brand: Allworth Press
- Published on: 2004-07-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 6.10" w x 6.00" l, 1.33 pounds
- Binding: Paperback
- 433 pages



[Download Design Literacy: Understanding Graphic Design ...pdf](#)



[Read Online Design Literacy: Understanding Graphic Design ...pdf](#)

Editorial Review

Review

A trio of books recently published by Allworth Press offer a compact self-study course on the practice and appreciation of graphic design. The books . . . are intended as an alternative to the diet of eye candy that sustains many graphic designers. Of the three, only *Design Literacy* is illustrated, and that only sparingly, with black-and-white thumbnails. The message? Look with your brain first -- *Metropolis*, April, 1998

Each lesson could act as the starting point of a rousing argument or lengthy conversation. . . . Any modestly-priced paperback that can cover so much ground is welcome in the library. The reader may not always agree with the views of the authors, or with the histories they construct, but will come away feeling, indeed, very literate -- *Communication Arts*, March/April, 1998

Highly readable and informative, usually focusing on one object and providing some interesting insights into the object's creation and impact. Students of graphic design history will find appealing analysis and critical points of view to consider. *Design Literacy* will appeal to both the general reader, whose curiosity may be piqued by recognizing some of our most famous icons, and professionals/practitioners, whose knowledge and sensitivity to design may be heightened by these thoughtful essays -- *Choice*, March, 1998

Highly recommended. . . . In the past several decades various authors have objected to approaches to graphic design history that focus on individual masters, movements, and styles; that analyze the structural attributes of a work . . . or that feature highbrow examples while leaving out simpler, more popular works. This volume, which is one of the more inventive and thought-provoking books on design history in recent years, offers a plausible alternative: It consists of 93 "object lessons" in the form of engaging short essays about a wide variety of graphic icons, from the late 19th century to the present, ranging from the ubiquitous (shooting targets, the swastika, Joe Camel) to the esoteric (Emigre magazine, the Cranbrook posters, or April Grelman's self-portrait). Organized somewhat chronologically but in eight thematic categories (Persuasion, Media, Language, Identity, Information, Iconography, Style, and Commerce), the essays form readable "stories" about the objects, the designers' thought processes, and the social and political circumstances from which they emerged -- *Ballast Quarterly Review*, Autumn 1997

In their new book, *Design Literacy*, Steven Heller and Karen Pomeroy write that the whiff of Charles Manson makes the letters "kissing cousins of the swastika tattoo carved into Manson's forehead or the words helter-skelter that were drawn in blood on the walls of Sharon Tate's home" -- *New York Times*, January 8, 1998

Its great virtue is that it offers a lot of information and raises many provocative issues while avoiding the windy theoretical jargon that sometimes passes for serious thought in the field. . . . Nobody has been more successful than Steven Heller in reminding us that graphic design has a history and that it raises issues worth talking about. . . .

The implicit argument of *Design Literacy* is that even imagemakers have to slow down occasionally to think non-visually about what they do. Graphic design has a past, and designers' actions have consequences. It's an important cultural activity, and those who practice it need standards that go beyond communicative brute force -- *Print*, April, 1998

Readers come to understand what elements must coalesce to make certain ads, posters, packages, logos, and

book covers take on a life of their own. The book delves into the origins of the swastika, what principles are key to effective propaganda, and what made Joe Camel so controversial -- *Signs of the Times*, July 1998

Steven Heller and Karen Pomeroy's *Design Literacy* is a winner: a guide to graphic design which presents over ninety object lessons examining the contexts in which works have made contributions to the field of graphic design. Design stories provide plenty of insights on how design works and how the field has been transformed by creative individuals -- *The Bookwatch*, November, 1997

This book intends to fill in some blanks and at the same time give an eclectic overview of the way graphic designs from the earliest decades of this century to well into the 1990s have become essential and influential images of not just graphic design culture, but of our culture at large. . . .

What is refreshing in Heller's book is his reverence for the lesser-known gods of graphic design history . . . [and the] wealth of case histories. Heller is at his best in concise stories such as these: funny, to-the-point, and erudite. . . . An interesting introduction to a design connoisseur's tastes -- *Eye*, March, 1998

About the Author

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*.

Users Review

From reader reviews:

Melinda Kendall:

Book is to be different for every grade. Book for children until adult are different content. As it is known to us that book is very important for people. The book *Design Literacy: Understanding Graphic Design* ended up being making you to know about other know-how and of course you can take more information. It is rather advantages for you. The publication *Design Literacy: Understanding Graphic Design* is not only giving you more new information but also to be your friend when you really feel bored. You can spend your current spend time to read your guide. Try to make relationship using the book *Design Literacy: Understanding Graphic Design*. You never sense lose out for everything if you read some books.

Cindy Coleman:

Hey guys, do you would like to finds a new book to read? May be the book with the subject *Design Literacy: Understanding Graphic Design* suitable to you? The book was written by renowned writer in this era. Often the book untitled *Design Literacy: Understanding Graphic Design* is the main one of several books in which everyone read now. That book was inspired lots of people in the world. When you read this guide you will enter the new age that you ever know previous to. The author explained their thought in the simple way, so all of people can easily to comprehend the core of this reserve. This book will give you a lot of information about this world now. So you can see the represented of the world within this book.

Edward Reed:

Reading a guide tends to be new life style on this era globalization. With studying you can get a lot of

information that will give you benefit in your life. Together with book everyone in this world could share their idea. Publications can also inspire a lot of people. Lots of author can inspire their particular reader with their story or perhaps their experience. Not only the storyplot that share in the textbooks. But also they write about the knowledge about something that you need example of this. How to get the good score toefl, or how to teach your children, there are many kinds of book which exist now. The authors on this planet always try to improve their talent in writing, they also doing some exploration before they write with their book. One of them is this Design Literacy: Understanding Graphic Design.

Nicole Powell:

Do you have something that you want such as book? The e-book lovers usually prefer to decide on book like comic, short story and the biggest the first is novel. Now, why not trying Design Literacy: Understanding Graphic Design that give your enjoyment preference will be satisfied simply by reading this book. Reading practice all over the world can be said as the way for people to know world a great deal better then how they react toward the world. It can't be said constantly that reading routine only for the geeky particular person but for all of you who wants to become success person. So , for all you who want to start reading as your good habit, it is possible to pick Design Literacy: Understanding Graphic Design become your starter.

Download and Read Online Design Literacy: Understanding Graphic Design By Steven Heller #QASD9HV3T2F

Read Design Literacy: Understanding Graphic Design By Steven Heller for online ebook

Design Literacy: Understanding Graphic Design By Steven Heller Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Design Literacy: Understanding Graphic Design By Steven Heller books to read online.

Online Design Literacy: Understanding Graphic Design By Steven Heller ebook PDF download

Design Literacy: Understanding Graphic Design By Steven Heller Doc

Design Literacy: Understanding Graphic Design By Steven Heller Mobipocket

Design Literacy: Understanding Graphic Design By Steven Heller EPub

QASD9HV3T2F: Design Literacy: Understanding Graphic Design By Steven Heller