



Graphic Icons: Visionaries Who Shaped Modern Graphic Design

By John Clifford

Download now

Read Online 

Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford

Who are history's most influential graphic designers?

In this fun, fast-paced introduction to the most iconic designers of our time, author John Clifford takes you on a visual history tour that's packed with the posters, ads, logos, typefaces, covers, and multimedia work that have made these designers great. You'll find examples of landmark work by such industry luminaries as El Lissitzky, Alexander Rodchenko, A.M. Cassandre, Alvin Lustig, Cipe Pineles, Paul Rand, Saul Bass, Milton Glaser, Wim Crouwel, Stefan Sagmeister, John Maeda, Paula Scher, and more.

Who coined the term *graphic design*? Who turned film titles into an art? Who pioneered information design? Who was the first female art director of a mass-market American magazine? In *Graphic Icons: Visionaries Who Shaped Modern Graphic Design*, you start with the who and quickly learn the what, when, and why behind graphic design's most important breakthroughs and the impact their creators had, and continue to have, on the world we live in.

Your favorite designer didn't make the list? Join the conversation at www.graphiciconsbook.com .

 [Download Graphic Icons: Visionaries Who Shaped Modern Graph ...pdf](#)

 [Read Online Graphic Icons: Visionaries Who Shaped Modern Gra ...pdf](#)

Graphic Icons: Visionaries Who Shaped Modern Graphic Design

By John Clifford

Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford

Who are history's most influential graphic designers?

In this fun, fast-paced introduction to the most iconic designers of our time, author John Clifford takes you on a visual history tour that's packed with the posters, ads, logos, typefaces, covers, and multimedia work that have made these designers great. You'll find examples of landmark work by such industry luminaries as El Lissitzky, Alexander Rodchenko, A.M. Cassandre, Alvin Lustig, Cipe Pineles, Paul Rand, Saul Bass, Milton Glaser, Wim Crouwel, Stefan Sagmeister, John Maeda, Paula Scher, and more.

Who coined the term *graphic design*? Who turned film titles into an art? Who pioneered information design? Who was the first female art director of a mass-market American magazine? In *Graphic Icons: Visionaries Who Shaped Modern Graphic Design*, you start with the who and quickly learn the what, when, and why behind graphic design's most important breakthroughs and the impact their creators had, and continue to have, on the world we live in.

Your favorite designer didn't make the list? Join the conversation at www.graphiciconsbook.com .

Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford Bibliography

- Sales Rank: #917367 in Books
- Brand: Brand: Peachpit Press
- Published on: 2013-09-09
- Original language: English
- Number of items: 1
- Dimensions: 8.98" h x .0" w x 7.01" l, 1.27 pounds
- Binding: Paperback
- 240 pages



[Download Graphic Icons: Visionaries Who Shaped Modern Graph ...pdf](#)



[Read Online Graphic Icons: Visionaries Who Shaped Modern Gra ...pdf](#)

Download and Read Free Online Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford

Editorial Review

Review

"A great big book of who's who in the creative world, *Graphic Icons: Visionaries Who Shaped Modern Graphic Design* is a visual tour de force that features everything from posters to multimedia projects. Striking work from the likes of Paul Rand, Milton Glaser, Paula Scher and other greats provides the imagery that guides readers through the pages. This creative bible is for you." --**HOW Magazine**

"A book every designer should have on their desk. This compact edition profiles the pioneering graphic designers of the modern era in a succinct and straightforward manner, by distilling the information down to the essentials and featuring tons of large, colorful images of their work. It will satisfy the curiosity of students, seasoned designers, and design enthusiasts alike." --**Design Work Life**

"An easy to devour primer on design history, *Graphic Icons* serves as a 'leg-up' into the broad and exhaustive field of design history, and is a relaxed, welcoming source of inspiration and a lead to other, more in-depth sources. Whilst John does provide historical context, first and foremost *Graphic Icons* is about the people who defined it - Rodchenko, Lissitzky, Tschichold, Lubalin, Glaser, Sagmeister, Bass... This is simply an easy-to-pick-up, easy-to-read, well-designed book about graphic design and graphic designers...that deserves a spot on your bookshelf." --**Book Design Blog**

One of the Best Design Books of 2014

"In this crucial book for any design lover, Clifford takes readers on a history tour illustrated with the works of the world's most famous graphic designers." --**Fast Company / Co.Design**

"Get up off your grid, and look at this book packed with inspiration and information about the pioneers and radicals and experimenters who broke the rules of design even before they were proofread. *Graphic Icons* offers colorful and painless lessons in design history, and sparks insights into the social context and intrigue that were the stage on which this brilliance flared." --**Stephen Doyle, Creative Director, Doyle Partners**

"Graphic Icons is a book that probably everyone assumed already existed but didn't. We owe a debt of gratitude to graphic designer John Clifford for making sure it does. What a labor of love: Clifford's reverence for the greats of the profession is apparent on every gorgeous page of the book. Sure to become required reading for any graphic design student (but also ideal for the coffee table), *Graphic Icons* is 240 pages of pure inspiration. The book includes most of the designers you'd expect: Lissitsky to Lustig, Lois to Landor. But despite that sense of recognition on nearly every page it's just amazing how fresh all the work feels. In fact, there is so much terrific visual (and written) information here that my only complaint is that the book isn't much, much longer." --**Allison Arieff, Book Board Member, Designers and Books**

"Simple and straight-forward. I really like the clarity of the presentation, and the list is first-rate." --**Tom Geismar, Chermayeff & Geismar & Haviv**

"Wonderful! It's a concise overview, and the selection of images is well considered." --**Rudy VanderLans, Emigre**

About the Author

John Clifford is an award-winning graphic designer/creative director, and principle at Think Studio, a New York City design firm. His recent projects include collateral for The World Financial Center, the L.L. Bean 100th-anniversary book, web design for Maine Road Management, packaging for Paul Labrecque Haircare, and books on architecture, photography, and popular culture for The Monacelli Press, Yale School of Architecture, and Abrams. Previously, Clifford worked at Doyle Partners, Platinum Design, William Stout Publishers, and Chronicle Books, as well as in marketing and sales in the entertainment industry. He has designed for notable clients like Pantone, Saks Fifth Avenue, Martha Stewart, Barnes & Noble, and David Byrne. Clifford has also taught at Parsons School of Design, judged the I.D. Annual Design Review, and written for The Designer's Review of Books.

Users Review

From reader reviews:

Dawn Hicks:

Inside other case, little persons like to read book Graphic Icons: Visionaries Who Shaped Modern Graphic Design. You can choose the best book if you like reading a book. So long as we know about how is important the book Graphic Icons: Visionaries Who Shaped Modern Graphic Design. You can add expertise and of course you can around the world by a book. Absolutely right, mainly because from book you can learn everything! From your country until eventually foreign or abroad you may be known. About simple point until wonderful thing you could know that. In this era, you can open a book as well as searching by internet device. It is called e-book. You should use it when you feel weary to go to the library. Let's examine.

Deana Broom:

What do you think of book? It is just for students because they are still students or the idea for all people in the world, the particular best subject for that? Only you can be answered for that concern above. Every person has diverse personality and hobby for every other. Don't to be obligated someone or something that they don't wish do that. You must know how great and also important the book Graphic Icons: Visionaries Who Shaped Modern Graphic Design. All type of book can you see on many sources. You can look for the internet sources or other social media.

Clifford Harris:

Why? Because this Graphic Icons: Visionaries Who Shaped Modern Graphic Design is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will distress you with the secret that inside. Reading this book adjacent to it was fantastic author who all write the book in such remarkable way makes the content on the inside easier to understand, entertaining method but still convey the meaning fully. So , it is good for you because of not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of benefits than the other book have got such as help improving your skill and your critical thinking means. So , still want to hold off having that book? If I have been you I will go to the book store hurriedly.

Brandy Anderson:

Don't be worry for anyone who is afraid that this book can filled the space in your house, you can have it in e-book means, more simple and reachable. This particular Graphic Icons: Visionaries Who Shaped Modern Graphic Design can give you a lot of close friends because by you looking at this one book you have thing that they don't and make anyone more like an interesting person. This kind of book can be one of a step for you to get success. This publication offer you information that maybe your friend doesn't know, by knowing more than different make you to be great folks. So , why hesitate? Let's have Graphic Icons: Visionaries Who Shaped Modern Graphic Design.

Download and Read Online Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford #8STRP2EGYBZ

Read Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford for online ebook

Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford 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 Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford books to read online.

Online Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford ebook PDF download

Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford Doc

Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford MobiPocket

Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford EPub

8STRP2EGYBZ: Graphic Icons: Visionaries Who Shaped Modern Graphic Design By John Clifford