



# Graphic Icons: Visionaries Who Shaped Modern Graphic Design

By John Clifford

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**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](http://www.graphiciconsbook.com).

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### 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: Lissitzky 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.

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**Brandy Anderson:**

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