



Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design

Armin Vit, Bryony Gomez Palacio

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Graphic Design, Referenced is a visual and informational guide to the most commonly referenced terms, historical moments, landmark projects, and influential practitioners in the field of graphic design. With more than 2,000 design projects illustrating more than 400 entries, it provides an intense overview of the varied elements that make up the graphic design profession through a unique set of chapters: "principles" defines the very basic foundation of what constitutes graphic design to establish the language, terms, and concepts that govern what we do and how we do it, covering layout, typography, and printing terms; "knowledge" explores the most influential sources through which we learn about graphic design from the educational institutions we attend to the magazines and books we read; "representatives" gathers the designers who over the years have proven the most prominent or have steered the course of graphic design in one way or another; and "practice" highlights some of the most iconic work produced that not only serve as examples of best practices, but also illustrate its potential lasting legacy. Graphic Design, Referenced serves as a comprehensive source of information and inspiration by documenting and chronicling the scope of contemporary graphic design, stemming from the middle of the twentieth century to today.

Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Details

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From Reader Review Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design for online ebook

Fai Ahmed says

A MUST HAVE FOR EVERY DESIGNER.

Stone says

Textbook.

Andrew says

It's an okay introduction to many, many aspects of graphic design. A little history, a few stories, and some visuals. What I found disappointing was that almost all of the seminal works referenced do NOT appear visually in the book, leaving you a bit frustrated and jumping onto the computer every three pages.

If you already know the basic terminology, innovative designers and studios, this leaves you with little.

If you don't, it's a reasonable title to peruse.

Tan Jiro says

like

Zelly B. says

Some great references and inspirations here, plus a pretty comprehensive history of graphic design (from print to packaging, advertisement, etc.) laid out in an engaging format.

Al-Insan says

What a great book. Includes basic graphic design concepts for the young designer, a list of 'the greats' and the notables (not a bad list), and, of course, lots of inspiring design examples.

Dries says

Shows a lot of (good) examples and their history.

Would have liked more information about the examples importance instead of its history which is mostly information looking like. Mr X from typefactory Y created Z before Company A revised it into B for client C...

Matt McGlothlin says

Good overview of graphic design history. I have nothing I've read with which to compare it, but for a design enthusiast this book touches on important creative agencies, logos, notable designers, fonts, printing techniques and design eras such as Bauhaus. One of the authors Armin Vit worked at Pentagram and this is evident from some content. Pentagram is a historic agency so the related content is certainly book worthy. My main hang up with the book is the organization, specifically the sub-categorization of chapters. It's difficult to tell, for instance, when the chapter on typography transitions from new classics to scorned. The book is not meant to be read straight through as is evident from the title "Graphic Design Referenced". I wanted to get a historic overview of design and that is what I got by reading straight through the book.

Michael Scott says

TODO full review:

+/- Overview of the principles, knowledge, leading representatives, and practice of graphic design. Quite ambitious. Plus: good selection of material. Minus: not enough novelty vs. prior histories.

++ Structure by topic is interesting and easier to access than in other histories, e.g., Philip B. Meggs' Meggs' History of Graphic Design.

--- Terse text, sparse material before 1950s (argument given by authors: expenses to research it).

+/- The principles part focuses on the key terms and ideas in graphic design. Useful, but nothing new or really different. Could skip.

+ The knowledge part identifies the creators and sources of knowledge about graphic design. Own selection, but overall seems good.

++ The representatives focuses on the people leading advances in graphic design. Bit hero-based, but works.

++ The practice part is very nice and informative. Elements collected from graphic design appearing on walls, on shelves, on newsstands, in corporate identity, and in personal identity and letterheads.
