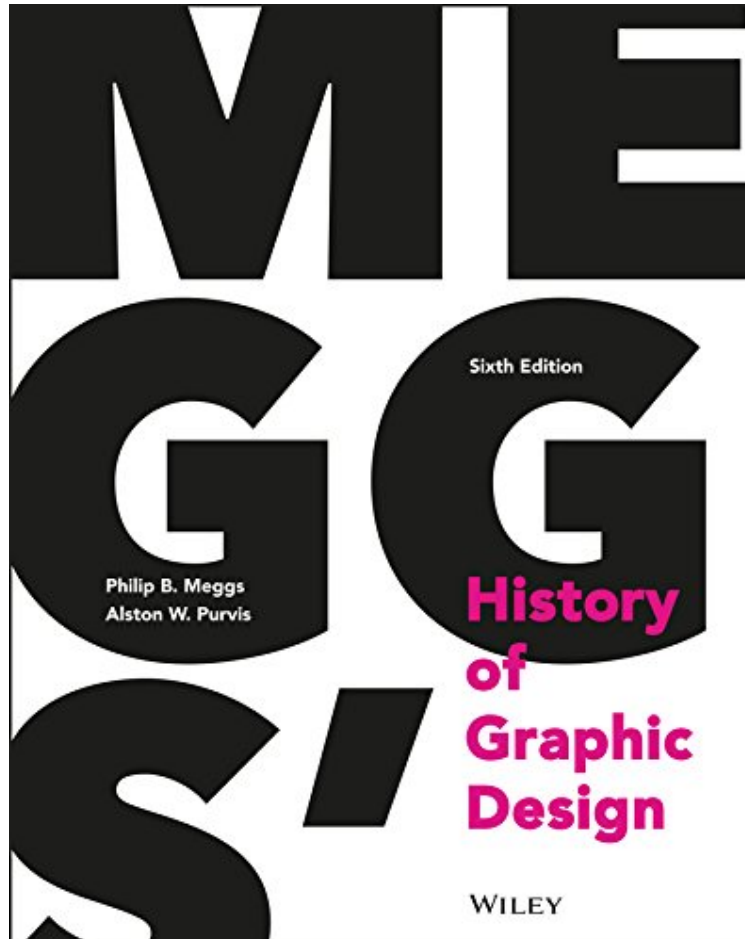


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## Meggs' History of Graphic Design

*Philip B. Meggs, Alston W. Purvis*

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is very interesting to those that are into graphic design or art. Any art is graphic design, and all graphic design is art. You really get that feeling after reading this book. Overall this book is a great value at what I paid for it which is twice what it cost now. Get this BRAND NEW and you will have this book for many years. 1 of 1 people found the following review helpful. Great book for class! Will be keeping for Graphic Design career. By Emily CI needed this for a class, so I didn't have a choice to buy this or not. This was not for leisure reading. However, I will definitely not be selling this to another student! I like the way everything is written; it's very down to earth and easy to understand. If you're looking for a specific person or time period, it's very easy to locate that. This is the first history book I've found that made sense when divided into chapters; everything else I've read (for school or leisure) was disorganized and confusing. I'll be keeping this for future reference. There are a lot of pictures of the artifacts they are talking about, and lots of good information. The book came in excellent condition with no bends, rips, or fraying. The cover is actually a dust jacket, the actual book is white. 0 of 0 people found the following review helpful. Errors in the pictures. Is there a way to fix this? By Customer There are errors in the pictures associated with the captions, and I know this because I studied the hardcover version before I returned it after buying the Kindle version. Also, it is hard to maneuver around the Kindle version, when there are so many pictures associated with captions that don't always show up on the page concurrently. Probably not a good idea to study this type of material on a Kindle version, unless it was better formatted. Now I have to buy the book too just to be sure that I am studying the correct material.

The bestselling graphic design reference, updated for the digital age Meggs' History of Graphic Design is the industry's unparalleled, award-winning reference. With over 1,400 high-quality images throughout, this visually stunning text guides you through a saga of artistic innovators, breakthrough technologies, and groundbreaking developments that define the graphic design field. The initial publication of this book was heralded as a publishing landmark, and author Philip B. Meggs is credited with significantly shaping the academic field of graphic design. Meggs presents compelling, comprehensive information enclosed in an exquisite visual format. The text includes classic topics such as the invention of writing and alphabets, the origins of printing and typography, and the advent of postmodern design. This new sixth edition has also been updated to provide: The latest key developments in web, multimedia, and interactive design Expanded coverage of design in Asia and the Middle East Emerging design trends and technologies Timelines framed in a broader historical context to help you better understand the evolution of contemporary graphic design Extensive ancillary materials including an instructor's manual, expanded image identification banks, flashcards, and quizzes You can't master a field without knowing the history. Meggs' History of Graphic Design presents an all-inclusive, visually spectacular arrangement of graphic design knowledge for students and professionals. Learn the milestones, developments, and pioneers of the trade so that you can shape the future.

From the Inside Flap Meggs' History of Graphic Design pioneered the coupling of the words "graphic design" and "history" by developing an original narrative tracing the progression of a field originating with the development of writing and heading into the digital age. That was in 1983, and now this Sixth Edition continues the gold-standard tradition of authoritative coverage for designers in the digital age. This unrivaled, comprehensive, and award-winning reference tool on graphic design systematically reveals the complete story of visual innovators, groundbreaking technologies, and major developments leading up to the current state of the field. Updated and expanded, this robust new edition immortalizes the cutting-edge accomplishments of designers working in the digital twenty-first century and includes more than 100 brand-new illustrations to inform and inspire designers at every level of experience. More than a showcase of artwork, this inspiring reference gives you an intimate look at how industry-moving designers: Took advantage of the growth and increased quality of design education to rise up and find new ways of applying time-honored design theories and methods to solve new visual challenges Extended their profession with self-initiated fine-arts experimentation that brought a distinctive voice to the global dialogue in a era of explosive change Broadened their creative palette with digital technologies that offered unprecedented ways to manipulate color, form, space, and imagery and then share the expression with the world through film, television, and the Internet Like its predecessors, Meggs' History of Graphic Design, Sixth Edition will quickly establish itself as a most-consulted volume on the bookshelves of professionals, students, and anyone who works with or loves graphic design. From the Back Cover The bestselling graphic design reference; updated for the digital age Meggs' History of Graphic Design presents an all-inclusive, visually spectacular account of the people, events, and signal creations that have shaped the field of graphic design. This brilliantly imagined new Sixth Edition gives historical context to the latest trends and technologies overtaking the graphic design landscape, including developments in web, multimedia, and interactive design. Packed with a wealth of material for inspiration and emulation, including more than 1,500 eye-catching images, this new edition unfolds as a who's-who of luminaries in the field; from the early pioneers to the latest visionaries. See the evolution of graphic design from cave paintings, to the development of typography, to the emergence of American modernism, and beyond, as this visually engaging edition provides: A complete and up-to-date examination of design movements in the Middle East, Africa, and Asia A revealing look at the thinking and achievements that led to today's emerging design trends and technologies Convenient timelines that frame the history

of graphic design within the broader context of world events. The first step to mastering a profession is becoming intimately familiar with its past, and Meggs' *History of Graphic Design, Sixth Edition* puts it all there for you to enjoy.

**About the Author** The late Philip B. Meggs is an inductee into the Art Directors Hall of Fame and received its Educator's Award for lifetime achievement. A former contributing editor to *Print* magazine, he authored more than a dozen books and 150 articles and papers on design and typography. Alston W. Purvis is Professor of Visual Arts at the Boston University College of Fine Arts where he serves as Chair of the Department of Graphic Design. He is author and co-author of numerous books on graphic design history.