

1.	Record Nr.	UNIBAS000010707
	Titolo	Gui de Warewic : roman du 13. siècle / édité par Alfred Ewert
	Pubbl/distr/stampa	Paris : <<Edouard >> Champion
	Descrizione fisica	2 v. ; 19 cm.
	Collana	Les classiques français du Moyen Age ; 74-75
	Disciplina	841.1
	Lingua di pubblicazione	Francese (ca. 842-1400)
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	Tome 1.: vers 1-6804. - 1932. - XXXVI, 207 p. Tome 2.: vers 6805-12926. - 1933. - 221 p.
2.	Record Nr.	UNINA9910464184903321
	Autore	Heller Steven
	Titolo	Stop, think, go, do [[electronic resource] ] : how typography and graphic design influence behavior / / Steven Heller and Mirko Ilic
	Pubbl/distr/stampa	Beverly, Mass., : Rockport Publishers, 2012
	ISBN	1-61058-389-2
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (225 p.)
	Altri autori (Persone)	IlicMirko <1956->
	Disciplina	686.2/2
	Soggetti	Graphic design (Typography) - Social aspects Graphic design (Typography) - History - 21st century Graphic arts - Social aspects Graphic arts - History - 21st century Commercial art - Social aspects Commercial art - History - 21st century Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.

## Nota di contenuto

""Cover""; ""Title""; ""CONTENTS""; ""INTRODUCTION: STOP, GO, READ THIS!""; ""CHAPTER 1 INFORM: Graphic design focuses our eyes and mind on what is already instinctively hardwired.""; ""CHAPTER 2 ADVOCATE: The language of advocacy has a common goal: alter behavior and act upon instincts, whatever the outcome may be.""; ""CHAPTER 3 PLAY: Play adds dimension to design, enabling the viewer to have more active participation in it.""; ""CHAPTER 4 CAUTION: Cautionary messages force the receiver to go somewhere or do something to avoid dangerous consequences.""  
""CHAPTER 5 ENTERTAIN: Much graphic design cannot afford neutrality it must grab attention in crowded environments.""; ""CHAPTER 6 EXPRESS: A manifesto should be a declaration of war against complacency. At the very least it should trigger thinking.""; ""CHAPTER 7 EDUCATE: Graphic design arguably is itself a grand portal to the process of education.""; ""CHAPTER 8 TRANSFORM: Transformation is not more than making the real abstract and vice versa. It is about taking something familiar and making it serendipitous.""; ""ABOUT THE AUTHORS""; ""ACKNOWLEDGMENTS""

## Sommario/riassunto

This revolutionary guide is not only the first to look at how typography in design creates a call to action, but it also explores type and image as language.

3. Record Nr.	UNINA9910449970603321
Autore	Galvan Dennis Charles
Titolo	The state must be our master of fire [[electronic resource] ] : how peasants craft sustainable development in Senegal / / Dennis C. Galvan
Pubbl/distr/stampa	Berkeley, : University of California Press, c2004
ISBN	1-282-35697-6 9786612356971 0-520-92942-X 1-59734-919-4
Descrizione fisica	1 online resource (336 p.)
Disciplina	333.3/089/96321
Soggetti	Land tenure - Senegal - Sine-Saloum - History Serer (African people) - Government relations Acculturation - Senegal Electronic books. Sine-Saloum (Senegal) Social conditions Sine-Saloum (Senegal) Economic conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Buying rope is now a young man's job -- The Serer of Siin -- Contested and enmeshing -- Land pawning as a response to the standardization of tenure -- Two romanticizations -- The king has come : now everything is ruined -- Culturally sustainable development.
Sommario/riassunto	Over several centuries, the Serer of the Siin region of Senegal developed a complex system of land tenure that resulted in a stable rural society, productive agriculture, and a well-managed ecosystem. Dennis Galvan tells the story of what happened when French colonial rulers, and later the government of the newly independent Senegal, imposed new systems of land tenure and cultivation on the Serer of Siin. Galvan's book is a painstaking and skillful autopsy of ruinous Western-style "rational" economic development policy forced upon a fragile, yet self-sustaining, society. It is also a disquieting demonstration of the general folly of such an approach and an attempt

to articulate a better, more sensitive, and ultimately more productive model for change—a model Galvan calls "institutional syncretism."

---