

1.	Record Nr.	UNINA990004882310403321
	Titolo	Sociolinguistics : proceeding of the UCLA sociolinguistics conference, 1964 / edited by William Bright
	Pubbl/distr/stampa	The Hague ; Paris, : Mouton, 1971
	Edizione	[2nd print.]
	Descrizione fisica	324 p. ; 27 cm
	Collana	Janua linguarum , Series maior ; 20
	Disciplina	401.9
	Locazione	FLFBC
	Collocazione	408 BRIG 1
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910956180303321
	Autore	Heller Steven
	Titolo	Stop, think, go, do : how typography and graphic design influence behavior / / Steven Heller and Mirko Ilic
	Pubbl/distr/stampa	Beverly, Mass., : Rockport Publishers, 2012
	ISBN	9781610583893 1610583892
	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
	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.	UNINA9911035677503321
Autore	Chioccioni, Pietro
Titolo	Guida illustrata della basilica dei Santi Cosma e Damiano in Roma / Pietro Chioccioni
Pubbl/distr/stampa	Roma, : [s.n.], 1967 ((Roma) : Arti grafiche D'Urso
Descrizione fisica	71 p. : ill. ; 17 cm
Disciplina	726.50945632
Locazione	FARBC
Collocazione	ARCH A 444
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia