

1. Record Nr.	UNINA9910454009603321
Autore	Sassoon Rosemary
Titolo	The designer [[electronic resource]] : half a century of change in image, training, and techniques // Rosemary Sassoon
Pubbl/distr/stampa	Bristol, : Intellect Books, 2008
ISBN	1-281-44211-9 9786611442118 1-4356-5328-9 1-84150-230-8
Descrizione fisica	1 online resource (146 p.)
Disciplina	745.44942
Soggetti	Graphic arts - Study and teaching - Great Britain Design - Study and teaching - Great Britain Graphic arts - Great Britain - History - 20th century Design - Great Britain - History - 20th 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 bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Preliminary Pages; Contents; Part 1 - Discussion; Introduction; Chapter 1 - Changing attitudes, images and terminology; Chapter 2 - The neglect of drawing; Chapter 3 - Changes in the training of designers; Part 2 - Wider perspectives; Introduction; Chapter 4 - Design education in the last fifty years: a personal perspective; Chapter 5 - Musings about design; Chapter 6 - Reflections on design education in Western Australia during the last quarter of the twentieth century and beyond; Chapter 7 - Oven-ready for employment?; Part 3 - By accident or design; Introduction Chapter 8 - Setting out Chapter 9 - Starting real life; Chapter 10 - Packaging design; Chapter 11 - Branching out; Chapter 12 - Writing, teaching, research and typefaces; Index; Back Cover
Sommario/riassunto	Design is one of the most fast-paced fields in the art world, as professionals, students and teachers must reckon with new technologies before the older versions have much time to collect dust. In The Designer, Rosemary Sassoon surveys fifty years of change in the

world of design, evaluating the skills that have been lost, how new techniques affect everyday work, and how training methods prepare students for employment. This indispensable volume reveals how design is both an art and a skill - one with a rich past and momentous relevance for the future. Along the way, Sassoon traces the fascina
