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Autore	Guffey Elizabeth E.
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Sommario/riassunto	From band posters stapled to telephone poles to the advertisements hanging at bus shelters to the inspirational prints that adorn office walls, posters surround us everywhere-but do we know how they began? Telling the story of this ephemeral art form, Elizabeth E. Guffey reexamines the poster's roots in the nineteenth century and explores the relevance they still possess in the age of digital media. Even in our world of social media and electronic devices, she argues, few forms of graphic design can rival posters for sheer spatial presence, and they provide new opportunities to communicate acr