

1. Record Nr.	UNINA9910463164603321
Autore	Barnard Malcolm <1958-, >
Titolo	Graphic design as communication / / Malcolm Barnard
Pubbl/distr/stampa	New York : , : Routledge, , 2005
ISBN	1-315-01538-2 1-136-47722-5
Descrizione fisica	1 online resource (xi, 196 p.) : ill
Disciplina	741.6
Soggetti	Graphic arts Communication in art Symbolism in art Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1 Introduction, Who is this book for?, What is this book about?, Chapter Outlines, 2 Graphic Design and Communication, Introduction, What is Graphic Design?, The Functions of Graphic Design, What is Communication?, Communication Theory, Semiology, 3 Meaning: Words and Images, Introduction, Types of Signs, Meaning: Denotation and Connotation, Meaning: Layout, Meaning: Anchorage and Relay, Foucault and Graphic Design, Metaphor/Metonymy/Synechdoche, 4 Social, Cultural and Economic Functions, Introduction, The Relation to Society and Culture, Society, Social Functions, Culture, Cultural Functions, Childhood, Gender, The Relation to Economics, Consumption, Anti-consumption, 5 Audiences and Markets, Introduction, Target Practice, Ethnicity/Race, Age, Gender, 6 Modernism, Introduction, What is Modernism?, Graphic Design and Modernism, European Modernism, American Modernism, 7 Postmodernism and Globalisation, Introduction, What is Postmodernism?, Postmodernism and Graphic Design, What is Globalisation?, Globalisation and Graphic Design, 8 Graphic Design and Art, Introduction, The Artist and The Designer, Cultural Significance, Expression and Individuality, Creativity and Problem-solving, Function, Aura, 9 Conclusion

Sommario/riassunto

What is the point of graphic design? Is it advertising or is it art? Barnard explores how meaning & identity are at the core of every graphic design project & argues that the role & function of graphic design is, & always has been, communication.

2. Record Nr.**Autore****Titolo****Pubbl/distr/stampa****Edizione****Altri autori (Persone)****Lingua di pubblicazione****Formato****Livello bibliografico**

UNICAMPANIAVAN0114140

Delgado, Sergio V.

Difficult Psychiatric Consultations : An Integrated Approach / Sergio V. Delgado, Jeffrey R. Strawn

xv, 147 p. ; 24 cm

[Berlin : Springer, 2014]

Strawn, Jeffrey R.

Inglese

Materiale a stampa

Monografia