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Autore	Barnard Malcolm <1958-, >
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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.

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Autore

Delgado, Sergio V.

Titolo

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

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Altri autori (Persone)

Strawn, Jeffrey R.

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