1. Record Nr. UNINA9910800201203321 Autore Barnard Malcolm <1958-, > Titolo Graphic design as communication / / Malcolm Barnard Pubbl/distr/stampa New York:,: Routledge,, 2005 **ISBN** 1-136-47729-2 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 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. 1 Introduction, Who is this book for?, What is this book about?, Chapter Nota di contenuto 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.