

1. Record Nr.	UNINA9910973829903321
Autore	Poulin Richard
Titolo	Graphic design and architecture, a 20th century history : a guide to type, image, symbol, and visual storytelling in the modern world // Richard Poulin
Pubbl/distr/stampa	Beverly, Mass. : , : Rockport Publishers, , 2012
ISBN	9781610586337 1610586336
Edizione	[1st ed.]
Descrizione fisica	1 online resource (272 pages) : illustrations (some color), color maps
Classificazione	DES008000DES012000DES007000
Disciplina	741.609/04
Soggetti	Design - History - 20th century Visual communication - History - 20th century Communication in architecture - History - 20th century Architecture and society - History - 20th century
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	; Forward / by James Stewart Polshek, FAIA -- ; Forward / by Deborah Sussman, HAIA, FSEGO -- Pre-20th-Century Influences -- The Modern Age 1900-1950 -- ; Chapter One: The Impact of Invention 1878-1933 -- ; Chapter Two: Art and Technology, a New Unity 1901-1928 -- ; Chapter Three: Style and the Mass Market 1924 -- 1947 -- ; Chapter Four: Between the Wars 1932 -- 1945 -- The Post-War World 1950 -- 2000 -- ; Chapter Five: Populuxe: The American Influence 1948 -- 1961 -- ; Chapter Six: Modernism and the International Style 1950 -- 1979 -- ; Chapter Seven: Postmodernism and Beyond 1966 -- 1995 -- The Beginning of the 21st Century -- ; Glossary -- ; Bibliography -- ; Image Resources -- ; Contributors -- ; Index.
Sommario/riassunto	"This innovative volume is the first to provide the design student, practitioner, and educator with an invaluable comprehensive reference of visual and narrative material that illustrates and evaluates the unique and important history surrounding graphic design and architecture. Graphic Design and Architecture, A 20th Century History closely examines the relationship between typography, image, symbolism, and the built environment by exploring principal themes, major

technological developments, important manufacturers, and pioneering designers over the last 100 years. It is a complete resource that belongs on every designer's bookshelf"--
