1. | | |
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   | Record Nr. | UNISALENTO991000892829707536 |
   | Autore | Fontaine, Guy |
   | Titolo | Diodes and transistors : general principles / Guy Fontaine |
   | Pubbl/distr/stampa | Eindhoven : Philips Technical Library, 1963 |
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   | Descrizione fisica | 1 online resource (265 p.) |
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   | Nota di contenuto | Contents; AUTHOR'S FOREWORD: Context Is Everything; About the Title of the Book; SECTION ONE: The Language of Design ; The Secret Brotherhood of Graphic Design ; "Design Diversity" and the Con; 20th- |

Century American Industrial Graphic Design ; Typography as Image; Manufactured Style: From Victoriana to Art Deco ; Modernism Is Just Another Retro Style; Graphique Moderne; God Told Me To; Cheesecake Clip; Hallmark Psychedelia; 1960's Design Reality; The Acrimonious History of the Happy Face ; The Anonymity of Manufactured Art ; Alfred E. Neuman is MAD; Help! A Genius Cluster

Grade School Indoctrination The Fine Art of Marketing Lowbrow ; A High Huh? Factor: Japanese Graphic Design ; Chaos as Design Theory; SECTION TWO: Designers and Artists; Ross F. George: Typographic Man of Mystery ; Saint Paul; Norman Rockwell and Corporate Sentimentality ; Alvin Lusting: A Nod Is as Good as a Wink to a Blind Horse ; Albert Hurter: Disney's Crazy Uncle in the Attic ; William Golden: Grans Master of Corporate Design ; A.M. Cassandre's Bazaar Surrealism ; Richard M. Powers Showed Us What Science Fiction Looks LIke ; Harry Chester, King of Monster Type

Herb Lubalin: If You Can't Design in B&W, You Can't Design Ivan Chermayeff and BJ; Robert Massin: Thinking Outside the Condom Box ; Peter Max and the Cult of Fake Psychedelia ; Cal Schenel Cleans You! Cleans & Thrills You! ; John Van Hamersveld and Los Angeles Psych ; Sister Corita Kent; Mo Lebowitz's Antique Press; Jim Phillips: Skate or Design; "Mouse"; Moscoso; Drella, Commercial Artist; Genesis P-Orridge: No Future at the Death Factory ; SECTION THREE: Tools of the Trade, Forgotten Processes, and Obsolete Objects; Linotype; The Lost Art of the Print Process; The Printer's Drill

The Haberule Printing Cuts; Labelmaker: Punk Typography 101; Stencil Lettering as Art ; The French Curve ; Pocket Pal ; Punch Tape ; Thermography ; Niche Market Packaging ; Matchbook: A Tiny Design Canvas ; AFTERWORD: The Moist Towlette; INDEX ; ACKNOWLEDGMENTS/COLOPHON

Sommario/riassunto	Art Chantry: Art is a graphic designer most often associated with the logos, posters and album art he created for countless punk, grunge and rock bands and their labels. . His work has been exhibited at the Rock and Roll Hall of Fame, Museum of Modern Art, Seattle Art Museum, the Smithsonian and the Louvre Monica René Rochester: Born and raised in South Carolina before becoming a West Coast Convert in the 90's, Monica has worked and played in the music and book industries for the past 20+ years, while keeping a hand (and scissors!) in the fine arts field as a collagist.