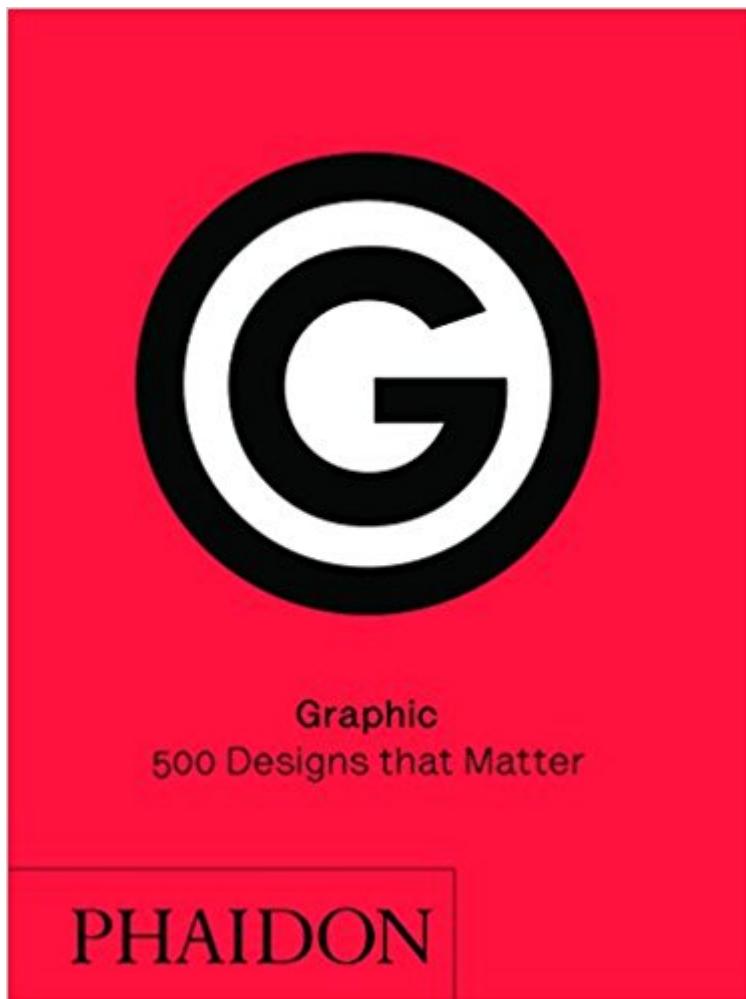The book was found

Graphic: 500 Designs That Matter

Synopsis

Five hundred of the most iconic graphic designs of all time, from the beginnings of mechanical reproduction to the presentThe process of visual communication and problem-solving through the use of typography, space, image, and colour informs the way we connect across languages and cultures. Derived from the acclaimed Phaidon Archive of Graphic Design, this fascinating compendium celebrates the long, rich history of graphic design, from the first sample of movable type and the Nuremberg Chronicle of the fifteenth century to the cutting-edge magazines, posters, and ephemera of today. Compiled and written by a global team of experts, this book is international in its scope and appeal.

Book Information

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Customer Reviews

"Good graphic design can be informative, persuasive Ã¢â ¬â œ and sometimes even moving... [This book] surveys some of the highlights over the past 600 years."Ã¢â ¬â •Wall Street Journal"Wonderful... A history of visual astonishment." Ã¢â ¬â •Observer"An impressive, exhaustive, rigorously researched, and beautifully produced compendium of seminal designs spanning newspaper, magazines, posters, advertisements."Ã¢â ¬â •brainpickings.org"The commercial art cannon embodied... Everything from a 700-year-old Buddhist text to the album art of Beck's The Information."Ã¢â ¬â •T: The New York Times Style Magazine"Each entry is like an individual artwork... A defiant stand, perhaps, against the digital world, and all about the beauty of paper and printing."Ã¢â ¬â •Financial Times"[T]his stocky red book is a compendium of the 500

most important pieces of graphic design, ever... Who could ever resist parsing such a superlative list?"Ã¢â ¬â •Wired Online"Graphic: 500 Designs that Matter is like time travel for design nerds."Ã¢â ¬â •Wired Online"...Delightful."Ã¢â ¬â •AIGA Eye on Design"Celebrates six hundred years of typography, symbols, slogans and logos shaping our world. An appropriately minimalist and visually satisfying approach sees each example presented as a single, full-page illustration."Ã¢â ¬â •Asos.com"Admire Beatles album covers and I Heart NY posters."Ã¢â ¬â •Stylist"Bad Graphic design. It can never be justified. Thankfully Phaidon has compiled a book of some of the best examples and, oh crop, it's good... What's really nice about it all is how quickly you start to pick up on the peaks and troughs of the medium. The book's laid out, not alphabetically or chronologically, but by similarity... An invaluable resource to design students the world over."Ã¢â ¬â •i-D.vice.com"Never before has anyone brought together the most iconic graphic designs of all time, but now you can see them all in Phaidon's latest epic masterpiece... This isn't a text that simply explores iconic designs; it's an historical work that visually catalogues our history."Ã¢â ¬â •CreativeBoom.com"You've probably encountered the same kind of issues we have with coffee table tomes. They're all just so BIG... and you'll never read them in case moving them should cause injury. Sigh. BUT Graphic: 500 Designs that Matter is rather petite in comparison. A bold red brick of a book, it's an international celebration of the most brilliant, creative and thought-provoking designs since the art began. And guess what? You can perch it neatly on the top of your stack, like the peak of a literary pyramid."Ã¢â ¬â •EmeraldStreet.com"Dinky but comprehensive... An international range of successful and timeless designs... Stylish and inspiring book... of interest with anyone with a feel for design in any capacity."Ã¢â ¬â •Absolutely Home"The postcard-size, 700-page book spans 600 years, presenting readers with the best in visual communication... For clarity, the chunky tome also feaures a timeline, highlighting graphic design's journey that spans both geography and time."Ã¢â ¬â •ItsNiceThat.com"Books about design tend to be like supermodels-tall and slender. Graphic: 500 Designs That Matter is short and fat, the shape of 16 smartphones stacked on top of one another... A solid introduction to the subject."Ã¢â ¬â •Newsweek"...Spans all mediums and time periods to create a truly unique perspective on design as a whole... [A] great piece to add to your collection of design nerd books."Ã¢â ¬â •Cool Material

Conceived and edited by Phaidon Editors

Interesting book and rich in contentThe print though is very very small will need a magnifier to be

able to readIt should have been printed in a bigger size book

Decent coffee table book.

An educational walk through design history. Many great examples of quality work.

Love it!

This book had such potential. The concept of bringing together so many great designs in one volume is a great one.Alas, it's a huge disappointment. Let's start with the size. It's 6.75 inches tall by 5.5 inches wide. I've included a photo so you can see just what that size means. It's smaller than a DVD case (though thicker of course).That means the reproductions of the designs are small, and it's hard to see details. Plus, the print quality is mediocre, making it even harder to see detail.Then there are the design descriptions. They are well written, but they are in about six point type. Seriously, unless you have great up-close vision, you'll need a magnifying glass to read them.Also, the designs are not chronological, but the descriptions are. The descriptions are not with the designs; they're in a separate section at the end of the book. So you can't easily match up a description with the design it describes. You have to go flipping through the designs to do that.So this book fails at being a display, coffee-table style book because it's too small and too poor in print quality. It fails as any kind of instructional book because the print quality is bad, it's too hard to read, and it's too hard to navigate.There's nothing special about this list of designs, either. There are some classics, but the list is heavily weighted towards Bauhaus modernism.So I can't really recommend this book to anyone. I stuck it in the bathroom for people to glance at while doing their business. I'm not even sure it's a very good fit there.

Thank you

This fully illustrated, dense little book is packed full of designs transcending time and geography. Some of the designs in Graphic you've definitely seen before, and you've definitely taken them for granted. Graphic highlights these timeless designs and rightfully celebrates them, while also showcasing work from all over the world that seeks to surprise you - it's amazing that German and Russian work from the 30s can look so striking today. If you have any interest in graphic design, you'll enjoy this. Looks great, feels great. Perfect for a quick jolt of inspiration!

Great book, but it's too small to use as a "coffee table" book. The seller is charging $5 to return it, so I'll keep it anyway.

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Graphic: 500 Designs that Matter 500 Tapas: The Only Tapas Compendium You'll Ever Need (500 Series Cookbooks) (500 Cooking (Sellers)) 500 Knives: Celebrating Traditional & Innovative Designs (500 Series) Just Cross Stitch May/June 2009 (15 Exclusive Designs, Two Canadian Lighthouse Designs, Discover Donna Vermillion Giampa's Fabulous Floral Pillows, Elegant Blackwork Designs, Create a Summer Ornament, Vol. 27, No. 3) A Matter of Time: Vol. 2 (A Matter of Time Series) Calder by Matter: Herbert Matter Photographs of Alexander Calder and his Work Soft Condensed Matter (Oxford Master Series in Condensed Matter Physics, Vol. 6) The Solid Truth about States of Matter with Max Axiom, Super Scientist (Graphic Science) 500 Tables: Inspiring Interpretations of Function and Style (500 Series) 500 Low-Carb Recipes: 500 Recipes, from Snacks to Dessert, That the Whole Family Will Love 500 Ceramic Sculptures: Contemporary Practice, Singular Works (500 Series) McGraw-Hill Education 500 Financial Accounting and Reporting Questions for the CPA Exam (McGraw-Hill's 500 Questions) McGraw-Hill Education 500 Auditing and Attestation Questions for the CPA Exam (McGraw-Hill's 500 Questions) McGraw-Hill Education 500 Regulation Questions for the CPA Exam (McGraw-Hill's 500 Questions) McGraw-Hill Education 500 Business Environment and Concepts Questions for the CPA Exam (McGraw-Hill's 500 Questions) 500 Worksheets - Identifying Places with 2 Digit Numbers: Math Practice Workbook (500 Days Math Identify Place Series 1) 500 Salads: The Only Salad Compendium You'll Ever Need (500 Cooking (Sellers)) The $500 Wedding: How to have a beautiful wedding and reception for $500 HOW TO SUCCEED AS A BOOK SCOUT: Make $500 to $2,500 Part-Time Every Month!