



How Posters Work

By Caitlin Condell, Ellen Lupton, Caroline Baumann

Cooper-Hewitt Museum. Paperback. Book Condition: new. BRAND NEW, How Posters Work, Caitlin Condell, Ellen Lupton, Caroline Baumann, How Posters Work is more than a standard exhibition catalogue. Conceived as a useful and illuminating primer in visual thinking, it explores principles of design through a range of historical and contemporary works, uncovering ideas relevant not just to the design of posters but to 2D design more generally. How Posters Work has a unique focus on visual language. Rather than provide a history of the genre or a compilation of collectibles, the book is organized around active design principles. Concepts such as Simplify, Focus the eye, Exploit the diagonal, Reverse expectations, and Say two things at once are illustrated with a diverse range of posters, from avant-garde classics and rarely seen international works to contemporary pieces by today's leading graphic designers. Illustrated with over 150 works from the collection of Cooper Hewitt, Smithsonian Design Museum, How Posters Work provides a stunning education in seeing and making, demonstrating how some of the world's most creative designers have mobilized principles of layout, composition, psychology, and rhetoric to produce powerful acts of visual communication.



READ ONLINE
[1.97 MB]

Reviews

Comprehensive guide for publication lovers. it absolutely was writtern really flawlessly and valuable. You wont really feel monotony at whenever you want of your own time (that's what catalogs are for concerning if you ask me).

-- **Rowan Gerlach II**

The publication is simple in go through preferable to fully grasp. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Mrs. Josiane Collins**

Other eBooks



Wondrous Strange

Harper Teen. Paperback. Book Condition: New. Paperback. 352 pages. Dimensions: 7.9in. x 5.3in. x 0.9in. Since the dawn of time, the Faerie have taken. . . . Seventeen-year-old actress Kelley Winslow always thought faeries were just something from childhood stories. Then she meets...



An American Robinson Crusoe (Paperback)

1st World Library, United States, 2005. Paperback. Book Condition: New. 211 x 135 mm. Language: English . Brand New Book ***** Print on Demand *****.Purchase one of 1st World Library's Classic Books and help support our free internet library of downloadable...



No Friends?: How to Make Friends Fast and Keep Them (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Do You Have NO Friends ? Are you tired of not having any friend and being lonely all the time...



Kindle Fire Tips And Tricks How To Unlock The True Power Inside Your Kindle Fire

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 52 pages. Dimensions: 9.0in. x 6.0in. x 0.1in. Still finding it getting your way around your Kindle Fire Wish you had the answers to all your frequently asked...



The Mystery at the Eiffel Tower Around the World in 80 Mysteries

Gallopage International. Paperback. Book Condition: New. Paperback. 129 pages. Dimensions: 7.4in. x 5.0in. x 0.4in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective, and immediate way to read...



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on...