



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.



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-- **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 than never. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Mrs. Josiane Collins**

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