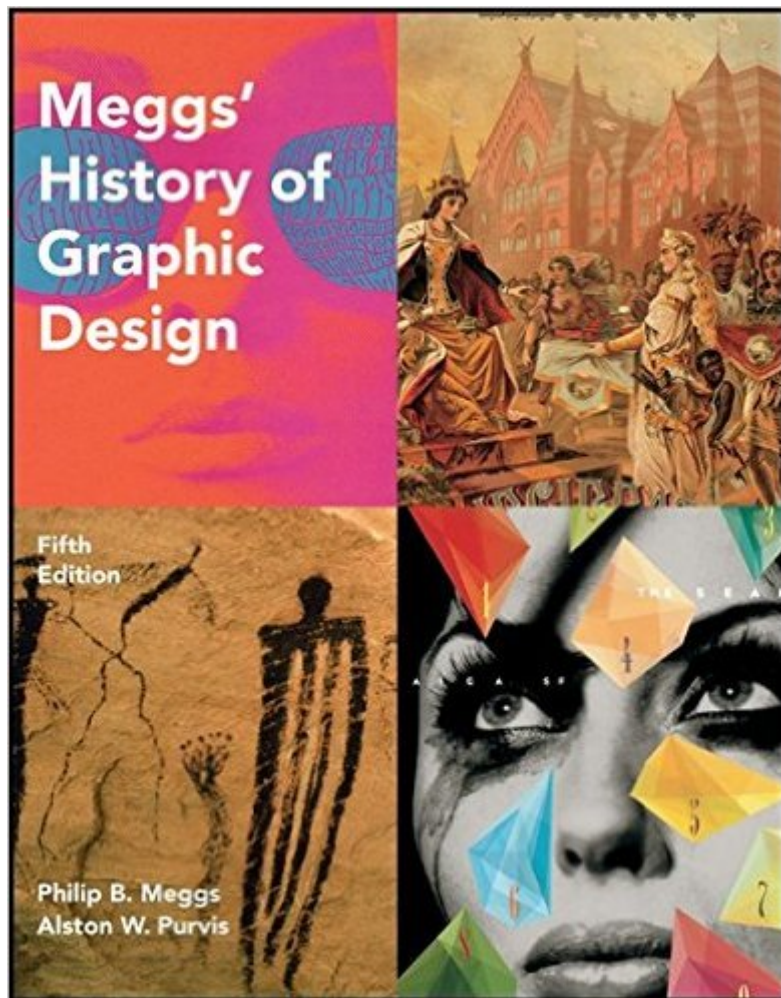


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# Meggs' History Of Graphic Design



## Synopsis

Note from the publisher: The Interactive Resource Center is an online learning environment where instructors and students can access the tools they need to make efficient use of their time, while reinforcing and assessing their understanding of key concepts for successful understanding of the course. An access card with redemption code for the online Interactive Resource Center is included with all new, print copies or can be purchased separately. (\*\*If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code - ISBN: 9781118922248). The online Interactive Resource Center contains resources tied to the book, such as: Interactive Resources: Flashcards featuring images from book for image identification self-study Self-test assessment by chapter Image Gallery featuring key designers and their work Downloadable Resources: Indices of key terms and people \*\*\*Winner of the First-Ever QED (Quality, Excellence, Design) award by Digital Book World\*\*\* This is the unrivaled, comprehensive, and award-winning reference tool on graphic design recognized for publishing excellence by the Association of American Publishers. Now, this Fifth Edition of Meggs' History of Graphic Design offers even more detail and breadth of content than its heralded predecessors, revealing a saga of creative innovators, breakthrough technologies, and important developments responsible for paving the historic paths that define the graphic design experience. In addition to classic topics such as the invention of writing and alphabets, the origins of printing and typography, and postmodern design, this new Fifth Edition presents new information on current trends and technologies sweeping the graphic design landscape such as the web, multimedia, interactive design, and private presses, thus adding new layers of depth to an already rich resource. With more than 1,400 high-quality images throughout many new or newly updated Meggs' History of Graphic Design, Fifth Edition provides a wealth of visual markers for inspiration and emulation. For professionals, students, and everyone who works with or loves the world of graphic design, this landmark text will quickly become an invaluable guide that they will turn to again and again.

## Book Information

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## Customer Reviews

Great book but the Kindle version is awful - bad styles, low image resolution. The publisher should be spanked for such product, considered that you can always buy Inkling version that is so much better prepared.

Megg's History of Graphic Design just keeps getting better. The author's completely re-wrote some sections of this book, and added new information. The topics covered bring you right up to contemporary designers/work. Designers from all over the world are also featured. Some of the older sections have also been re-worked, included better quality and color images for early printed books. The section on the development of modernism (in Russia, Europe, and the US) is better than anything you will find in comparable history books. This still leads the field in Graphic Design history. I wish I could have used this version of the text when I was in school. It is definitely a must have for anyone who calls themselves a designer; it seems expensive, but you will get your money's worth out of it. And the book itself, physically, is very high quality and will last a long time.

This book is incredible. If you are a graphic designer, I highly recommend it for your library of inspiration and resource. Meggs' History of Graphic Design provides such rich history and insight into the world of expression through visual communication. It starts with cave drawings and the origins of the Alphabet to the new digital age and everything in between. I was surprised to learn how much of our ancestors' findings are used to this day, including origins of font names, and basic printing methods. The book also goes into explicit detail on how visual evolution was, and still is, so profoundly affected by world economics, war and revolution. Of course, a book of this caliber would not be complete without images and succinct footnotes. Great to flip through for design inspiration. If anyone thinks we just "make things pretty" or "doodle all day", well, they're probably just jealous. However, if you want to put them in their place, hand them this resource. This book truly makes me proud to be a graphic designer.

Yeah, the digital copy of Meggs' History of Graphic Design might save you a few bucks. But honestly if you can get a hold of the book, do it. There was a conscious decision made to remove the images from the text; they are linked within it and you can scroll through them separately, you cannot immediately see any of the images as they are being written about and navigating back and forth is a pain. Overall it was poorly organized and every student in my class who bought this edition agreed that taking the images out of the text was confusing and impeded both speed of reading and memorizing the images.

As a designer, having a copy of Megg's History of Graphic Design is very helpful. Not only is it a thorough history of design touching upon the start of the alphabet, typography, printing, web design, and everything in between, it's great to get some inspiration for your next project. This latest edition is full of high quality, colorful images and fantastic examples of graphic design pieces that at times in history have been decorative, inspirational, informative, useful and educational. Going through this 570 page book, it's easy to see how extensive the world of graphic design is. Megg's touches upon several design movements (Art Nouveau, Bauhaus, Post Modernism, American Craft), as well as international design, and the way they reflect the times and lifestyles and influence on the world. While this tried and true Megg's History of Graphic Design has been brought up to date, it should be reminded that this is written as a text book and is heavy on copy. The final chapter makes this latest edition complete with it's write up and visual examples of digital design. I mean, this book is showing cave drawings in Chapter 1 and magazine covers on an iPad in the last chapter! You can't get more thorough than that.

I almost didn't buy this in Kindle format because one of the reviewers said it didn't contain the pictures. The pictures are there, but I'm sure if you are viewing it on a Kindle Reader they won't show up well, but if viewed on a PC or tablet/Kindle Fire they are all linked in the text and located at the end of the chapter--all in color and easy to see on a PC, which is how I was viewing it. I didn't have the time to order the hardback so I went ahead with the kindle purchase, thinking for what I needed, I didn't need the pictures. I was surprised that the first page that opens up explains how to view the pictures and how they are linked back to the text (so you can go back and forth). You actually can view as you read by clicking the link or elect to just see all the pictures at the end of the chapter. This book is better viewed on a PC, tablet or Kindle Fire so you can see the referenced pictures in rich full detail.

(Kindle edition) It's rather difficult to study a visual art without providing higher-resolution images. At the very least, the publisher should provide online support for the images. Many of the important details of the images are unintelligible simply because the images are so small.

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