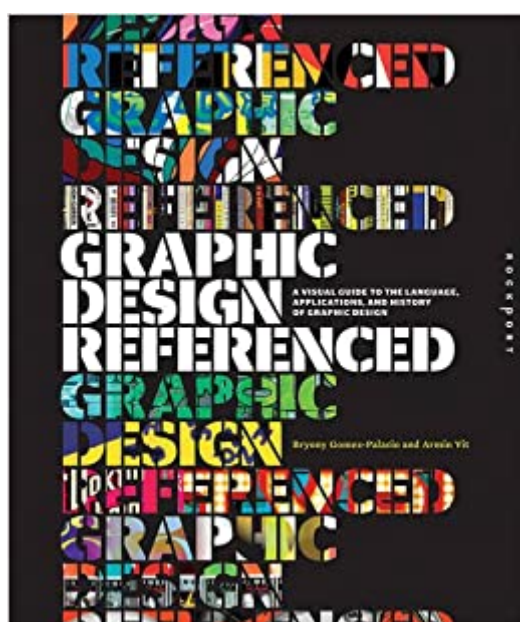


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# Graphic Design, Referenced: A Visual Guide To The Language, Applications, And History Of Graphic Design



## Synopsis

Graphic Design, Referenced is a visual and informational guide to the most commonly referenced terms, historical moments, landmark projects, and influential practitioners in the field of graphic design. With more than 2,000 design projects illustrating more than 400 entries, it provides an intense overview of the varied elements that make up the graphic design profession through a unique set of chapters: "principles" defines the very basic foundation of what constitutes graphic design to establish the language, terms, and concepts that govern what we do and how we do it, covering layout, typography, and printing terms; "knowledge" explores the most influential sources through which we learn about graphic design from the educational institutions we attend to the magazines and books we read; "representatives" gathers the designers who over the years have proven the most prominent or have steered the course of graphic design in one way or another; and "practice" highlights some of the most iconic work produced that not only serve as examples of best practices, but also illustrate its potential lasting legacy. Graphic Design, Referenced serves as a comprehensive source of information and inspiration by documenting and chronicling the scope of contemporary graphic design, stemming from the middle of the twentieth century to today.

## Book Information

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## Customer Reviews

Gomez-Palacio, Bryony & Armin Vit. Graphic Design, Referenced. Rockport: Quayside. 2009. 400p. illus. index. ISBN 978-1-59253-447-0. \$50. GRAPHIC ARTSA major challenge of comprehensive books on graphic design is to fit the numerous dimensions of the field into a work that is logical and

readable. The authors of this book, both founders of UnderConsideration, an online graphic design networking site, provide an accessible overview of graphic design in a very browsable format. Its success is owing to a general-to-specific subcategorization based on four main ideas: principles (typography, color, etc.); knowledge (important books, journals, schools, and repositories); representatives (notable designers, firms, and typefaces); and practice (design applied to book and music jackets, posters, products, etc.). Each entry includes full-color illustrations with one- or two-paragraph discussions on the related concepts. The index is thorough, and a brief illustrated time line at the book's beginning is also nice. VERDICT Highly recommended for design students as a supplement to the core texts mentioned above -- Library Journal, September 2009

Born and raised in Mexico City, Bryony Gomez-Palacio and Armin Vit are graphic designers and co-founders of UnderConsideration ([www.underconsideration.com](http://www.underconsideration.com)), a growing network and enterprise dedicated to the progress of the graphic design profession and its practitioners, students, and enthusiasts. Since 2002 they have published and edited some of the most widely read design blogs, including Speak Up, Brand New, Quipsologies, Word It, and FPO (For Print Only). In 2007, they established the Department of Design to produce client-driven work. Bryony and Armin each have more than a decade of experience in various disciplines including corporate and brand identity, annual reports, business collateral, web design and programming, packaging, and magazine and book design. They are the authors of *The Word It Book* and *Women of Design*, published by HOW Books in 2007 and 2008 respectively. They reside in Austin, Texas, with their daughter, Maya, and two cats.

Solid reference book that covers a lot of graphic design info. I'm taking off one star because the presented information comes across as little dry when compared to other, similar books. Granted, this is more of a reference text, but I thought the tone could be a little more "personable". However, I'd buy it again. It's not a one-and-only book to have, but makes a nice complementary piece for a beginner or experienced design-oriented person.

I have been looking to own books that show graphic design as a template and this one does the trick. It simplifies not only the creative part but also the history in which we have used design to either sell things or show branding! I love this book it is perfect for the graphic artist in your family or someone who wishes to be self-taught in the art of graphic design..

Very thorough, visually stunning, and jam packed with information. At times, the huge amounts of information seem overwhelming, but I would most definitely recommend this to any artist/designer.

This book is amazing! It really take you to every aspects of graphic design. What amaze me is how they gathered and put everything together. As we know, Graphic design is a broad topic that has many things to cover. But this book almost had everything we need to know about this topic! Great book! Great Purchase!

What a beautiful compendium of graphic design. So much delicious eye candy and a must have for all designers. I imagine with all the really great designs out there over time and thousands of excellent designers, it must have been difficult to include only a little of everything; could easily have been twice the size. Highly recommend.

It's not just that I am learning a lot by reading and soaking in the visual examples, but this book is exceptionally pleasant to handle, it's awesome inside out.

I have chosen this book for an undergraduate introductory course to graphic design and loved it. I would recommend it for several reasons:- a fresh approach and sometime unexpected take on the history and contemporary issues on Graphic Design- huge information on key facts on Design as well as unexpected, utterly interesting stories - i.e. I had no idea of what happened to the CBS cafeteria mural and that Paula Scher designed Jon Stewart book! :-)- huge amount of useful and beautiful illustrations- structure of the book perfect for class discussions (i.e. the gray links between pages makes for never ending journeys and digressions in design)I hope that this book get the success it deserves and that the authors will grace us with a second edition, to fix minor inconsistencies and gaps. In example I will take pag. 62, the anatomy of the type: the taxonomy should features more examples of commonly used terms: aperture, apex, shoulder, beak, ... And a cross bar is not a cross stroke, and so on.One note on the design of the book: the book is flooded with repeated titles and page spreads set in a rather questionable and totally unreadable stencil sans serif typeface. The outcomes (the book cover, pp 4-5, chapter spreads) are puzzling and create an unpleasant contrast with the rest of book, finely designed.In a nutshell: one of the best design reference book available. Strongly recommended.

Covers a bunch of different areas in Graphic Design. Even goes in depth on explaining several

magazines. It's just an overall great reference and for around \$30, it's not too much to have as a reference to go back to and remind yourself of certain things.

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