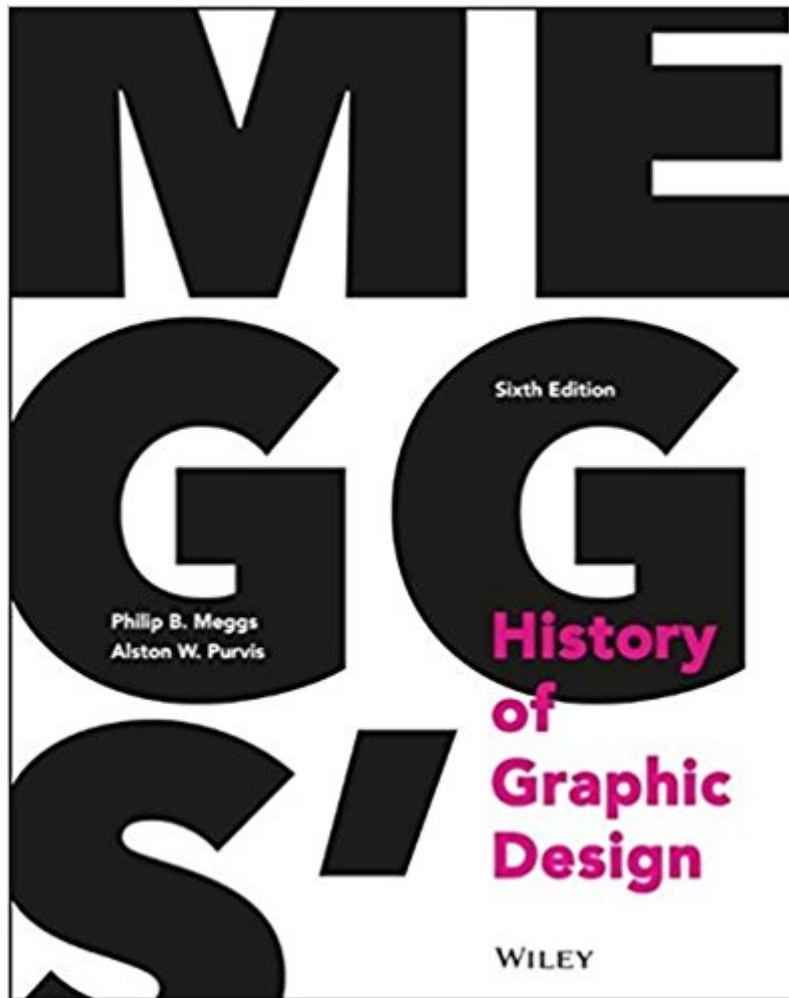




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# Meggs' History Of Graphic Design



## Synopsis

The bestselling graphic design reference, updated for the digital age Meggs' History of Graphic Design is the industry's unparalleled, award-winning reference. With over 1,400 high-quality images throughout, this visually stunning text guides you through a saga of artistic innovators, breakthrough technologies, and groundbreaking developments that define the graphic design field. The initial publication of this book was heralded as a publishing landmark, and author Philip B. Meggs is credited with significantly shaping the academic field of graphic design. Meggs presents compelling, comprehensive information enclosed in an exquisite visual format. The text includes classic topics such as the invention of writing and alphabets, the origins of printing and typography, and the advent of postmodern design. This new sixth edition has also been updated to provide: The latest key developments in web, multimedia, and interactive design Expanded coverage of design in Asia and the Middle East Emerging design trends and technologies Timelines framed in a broader historical context to help you better understand the evolution of contemporary graphic design Extensive ancillary materials including an instructor's manual, expanded image identification banks, flashcards, and quizzes You can't master a field without knowing the history. Meggs' History of Graphic Design presents an all-inclusive, visually spectacular arrangement of graphic design knowledge for students and professionals. Learn the milestones, developments, and pioneers of the trade so that you can shape the future.

## Book Information

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## Customer Reviews

Meggs' History of Graphic Design pioneered the coupling of the words "graphic design" and "history" by developing an original narrative tracing the progression of a field originating with the

development of writing and heading into the digital age. That was in 1983, and now this Sixth Edition continues the gold-standard tradition of authoritative coverage for designers in the digital age. This unrivaled, comprehensive, and award-winning reference tool on graphic design systematically reveals the complete story of visual innovators, groundbreaking technologies, and major developments leading up to the current state of the field. Updated and expanded, this robust new edition immortalizes the cutting-edge accomplishments of designers working in the digital twenty-first century and includes more than 100 brand-new illustrations to inform and inspire designers at every level of experience. More than a showcase of artwork, this inspiring reference gives you an intimate look at how industry-moving designers: Took advantage of the growth and increased quality of design education to rise up and find new ways of applying time-honored design theories and methods to solve new visual challenges Extended their profession with self-initiated fine-arts experimentation that brought a distinctive voice to the global dialogue in a era of explosive change Broadened their creative palette with digital technologies that offered unprecedented ways to manipulate color, form, space, and imagery and then share the expression with the world through film, television, and the Internet Like its predecessors, Meggs's History of Graphic Design, Sixth Edition will quickly establish itself as a most-consulted volume on the bookshelves of professionals, students, and anyone who works with or loves graphic design.

The bestselling graphic design reference; updated for the digital age Meggs's History of Graphic Design presents an all-inclusive, visually spectacular account of the people, events, and signal creations that have shaped the field of graphic design. This brilliantly imagined new Sixth Edition gives historical context to the latest trends and technologies overtaking the graphic design landscape, including developments in web, multimedia, and interactive design. Packed with a wealth of material for inspiration and emulation, including more than 1,500 eye-catching images, this new edition unfolds as a who's-who of luminaries in the field; from the early pioneers to the latest visionaries. See the evolution of graphic design from cave paintings, to the development of typography, to the emergence of American modernism, and beyond, as this visually engaging edition provides: A complete and up-to-date examination of design movements in the Middle East, Africa, and Asia A revealing look at the thinking and achievements that led to today's emerging design trends and technologies Convenient timelines that frame the history of graphic design within the broader context of world events The first step to mastering a profession is becoming intimately familiar with its past, and Meggs's History of Graphic Design, Sixth Edition puts it all there for you to enjoy.

This book is a must have if you are taking any graphic design courses. If you are already a graphic designer this book is also a must have. My class is long over and I won't sell this book, that says something considering I am a starving student, well maybe not starving. I bought this for a class and I ended up reading it just because the information presented is both interesting and also very digestible to the average reader. It is a very interesting book that you can keep long after the class is over. One thing is it makes a fantastic coffee table book. It would not be out of place in the lobby of your design firm.

**Content (+)** The content of this book covers from our earliest designs all the way to modern design and the impact it has on our lives. The content of this book does not shy away from the controversial to the mundane.

**Images (+)** I made the video clip so you could see the great artwork in this book. Many full color images are wonderful references that can be used when you are designing. "Good artists copy, great artists steal", Pablo Picasso

**Text (+)** As I was saying this is not just boring text droning on and on. It, in fact is very interesting to those that are into graphic design or art. Any art is graphic design, and all graphic design is art. You really get that feeling after reading this book.

Overall this book is a great value at what I paid for it which is twice what it cost now. Get this BRAND NEW and you will have this book for many years.

I needed this for a class, so I didn't have a choice to buy this or not. This was not for leisure reading. However, I will definitely not be selling this to another student! I like the way everything is written; it's very down to earth and easy to understand. If you're looking for a specific person or time period, it's very easy to locate that. This is the first history book I've found that made sense when divided into chapters; everything else I've read (for school or leisure) was disorganized and confusing. I'll be keeping this for future reference.

There are a lot of pictures of the artifacts they are talking about, and lots of good information. The book came in excellent condition with no bends, rips, or fraying. The cover is actually a dust jacket, the actual book is white.

There are errors in the pictures associated with the captions, and I know this because I studied the hardcover version before I returned it after buying the Kindle version. Also, it is hard to maneuver around the Kindle version, when there are so many pictures associated with captions that don't always show up on the page concurrently. Probably not a good idea to study this type of material on a Kindle version, unless it was better formatted. Now I have to buy the book too just to be sure that I am studying the correct material.

Amazing book! Coming from VCUarts, I can honestly say this book is considered the bible there.. and for good reason. Philip Meggs received a masters at VCUarts and went on to teach there. This book does such a great job of outlining everything you need to know not only as a design student, but also as a professional in the design world. You will use it long after your school days are over.. guaranteed.

Wow, fascinating information! Within the first chapter I was hooked and didn't want to stop reading more about the history of pictographic communications. There is a ton of useful information for designers to reflect on to enhance their understanding of the field. Moreover, the author does a great job at writing the material and presenting new information in an interesting way. For a history book it was not a bore in the slightest.

In my opinion, this 3rd Edition "A History of GD" is the best reference book written about graphic design. This 500 plus pages book/bible is simply divided into 5 sections, 1) The Prologue to Graphic Design, 2) A Graphic Renaissance, 3) The Industrial Revolution, 4) The Modernist Era, and 5) The Age of Information. The topics range from the invention of writing to, creation of new typographic styles to, the digital revolution and computer art. There are plenty of graphics and photos on every page to accompany the wonderfully written text. If you study art history or graphic design, I think this would be a great reference book to have. It will take some time to read the entire book. But this is like a text book, so, reading only part of the chapters would be quite informative as well. Once you are done, you will definitely appreciate graphic design/graphic designers.

This is a fascinating book to own. I needed it for a graphic design history class and ended up loving the content in this book. Once the class was over, I found myself not wanting to sell the book as its one of those you just want to always have around. It has such beautiful photographs of work in the book as well and I find my four year old son looking at all the art, designs and history of the works. truly amazing material.

It's an art history. Not very exciting but alright. Has a lot of good info for art enthusiasts and students. The physical book is really big and heavy so its a pain to carry around unless you keep it in your car so the kindle edition was a lifesaver! Being able to highlight and add in notes was really handy. Finding the section you need can be a bit of a pain as you cant just flip through it but you get use to it.

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