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...

The term “ graphic design ” first appeared in a 1922 essay by William Addison Dwiggins called “ New Kind of Printing Calls for New Design. ” As a book designer, Dwiggins coined the term to explain how he organized and managed visuals in his works. Still, we can go back even further than that for our history of graphic design.

Your ultimate guide to the history of graphic design

This exciting new history of graphic design explores its evolution from the late 19th century to the present day. Organized chronologically, the book illuminates the

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Graphic Design: A New History: Author: Stephen Eskilson: Editor: Stephen Eskilson: Edition: illustrated: Publisher: Laurence King, 2007: Original from: the University of California: Digitized: Jun...

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Presenting the history of graphic design, this book tells the story of the field from Gutenberg onwards. It also covers different materials including book, journal, magazine, album covers, Read more...

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Paula Scher was the first woman to sit in a principal position at the acclaimed graphic design firm Pentagram, and for good reason. Her impressive body of design shaped the perception and application of graphic design in many ways, particularly her technique of treating type as a visual image in her work for the New York City 's Public Theater (pictured above) which continues to have a ...

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