



# Meggs' History of Graphic Design

By Philip B. Meggs, Alston W. Purvis

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## **Meggs' History of Graphic Design** By Philip B. Meggs, Alston W. Purvis Bibliography

- Sales Rank: #172905 in Books
- Published on: 2005-12-07
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 11.04" h x 1.48" w x 8.84" l, 1.10 pounds
- Binding: Hardcover
- 575 pages

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### Editorial Review

From the Inside Flap

Under the new authorial leadership of Alston W. Purvis, Meggs' History of Graphic Design, Fourth Edition offers hundreds of full-color images supported by the latest information, including a new chapter on modern type design. With more than 1,000 illustrations, lucid text, and interpretive captions, this Fourth Edition reveals a saga of creative innovators, breakthrough technologies, and important design innovations.

Graphic design is a vital component of each culture and period in human history, and this Fourth Edition was carefully reviewed and updated to best represent the work of particular time periods and designers. This edition's historic account is an extraordinary panorama of people and events, including:

- The Invention of Writing and Alphabets
- Medieval Manuscript Books
- The Origins of Printing and Typography
- Renaissance Graphic Design
- The Arts and Crafts Movement
- Victorian and Art Nouveau Graphics
- Modern Art and Its Impact on Design
- Visual Identity and Conceptual Images
- Postmodern Design
- The Computer Graphics Revolution

A History of Graphic Design, Fourth Edition surpasses in detail and breadth the content, design, and color reproduction of previous editions. Professionals, students, and everyone who works with or loves the world of graphic design will quickly find this reference tool is an invaluable visual survey that they will turn to again and again

#### About the Author

The late **PHILIP B. MEGGS** was a designer, educator, and author. He was School of the Arts Research Professor, Communication Arts and Design Department, at Virginia Commonwealth University; visiting faculty at Syracuse University and the National College of Art and Design in Dublin, Ireland; and contributing editor to *Print* magazine. He authored more than a dozen books and 150 articles and papers on design and typography, including a section on graphic design in *Encyclopedia Britannica*. He was inducted into the Art Directors Hall of Fame and received its Educator's Award for lifetime achievement and significantly shaping the future of the fields of graphic design education and writing.

**ALSTON W. PURVIS** is Associate Professor of Graphic Design at Boston University. During his career, he has worked as an instructor at The Cooper Union and at the Royal Academy of Fine Arts at The Hague. His photographs have been exhibited in Amsterdam, London, New York, and Paris. He is the author of *Dutch Graphic Design, 1918–1945* (Wiley) and H. N. Werkman; and coauthor of *Graphic Design 20th Century; A Century of Posters*; and *Wendingen: A Journal of Arts 1918–1932*.

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