



Design Culture: An Anthology of Writing from the AIGA Journal of Graphic Design (None)

By Marie Finamore, Steven Heller

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Presenting a significant selection of seventy-eight essays, interviews, and symposia from the pioneering AIGA Journal of Graphic Design, *Design Culture* examines the coming of age of graphic design as a profession and its role in shaping our culture. A diverse group of leading designers, editors, academics, and professionals both within and outside the field offer stimulating views on the impact of graphic design on everyday life. Topics range from skateboard graphics to the NASA logo to Lucky Charms cereal, and are grouped under ten intriguing chapter headings, including: Love, Money, Power; Facts and Artifacts; Modern and Other Isms; Design 101; Public Works; Understanding Media; and Future Shocks. *Design Culture* brings new meaning to design issues for anyone interested in contemporary culture. Essays by: Philip B. Meggs, Fath Davis Ruffins, Natalia Ilyin, Rosemary Coombs, Steven Heller, Paula Scher, Rick Poynor, Michael Bierut, Lorraine Wild, Ellen Lupton, Paul Rand, Jeffery Keedy, Peter Fraterdeus, Gunar Swanson, Roy Behrens, Veronique Vienne, Paul Saffo, Jessica Helfand, Robin Kinross, Milton Glaser, Michal Rock, Ellen Shapiro, and many more. Co-published with the American Institute of Graphic Arts.

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Editorial Review

Review

A trio of books recently published by Allworth Press offer a compact self-study course on the practice and appreciation of graphic design. The books . . . are intended as an alternative to the diet of eye candy that sustains many graphic designers. Of the three, only Design Literacy is illustrated, and that only sparingly, with black-and-white thumbnails. The message? Look with your brain first -- *Metropolis, April, 1998*

Among the finest, most innovative books on the subject Sixty-two authors are represented by lively, accessible articles on a wide range of design-related topics Students will understand and enjoy nearly all the selections -- *Ballast Quarterly Review, Winter 1997-98*

Design's major players are all included in this compilation of essays featured in the AIGA Journal of Graphic Design during the past 15 years -- *How, June, 1998*

About the Author

Steven Heller is co-chair of the MFA Design: Designer as Author+Entrepreneur program at New York's School of Visual Arts. He is the author, editor and co-editor of more than one hundred books on design and popular culture.

Users Review

From reader reviews:

Juan McCain:

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