

# Swiss Graphic Design By Richard Hollis

Midcentury American Graphic Design  
 Meggs' History of Graphic Design  
 Conversations on a Lifetime in Architecture and Design  
 Swiss Graphic Design and Advertising by Geigy 1940 - 1970  
 Critical Writings on Graphic Design  
 How to Be a Graphic Designer without Losing Your Soul  
 Corporate Diversity  
 An Illustrated Handbook for Understanding Fundamental Design Principles  
 A Designer's Manual to Strategic Communication and Presentation  
 A Concise History  
 Graphic Work for the Whitechapel Art Gallery, 1969-73 and 1978-85  
 Bauhaus, Modernism and the Illustrated Book  
 Reading Graphic Design in Cultural Context  
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 The Language of Graphic Design  
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 Vintage Rock Posters Remixed and Reimagined

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## MILES HARTMAN

**Midcentury American Graphic Design** Chronicle Books

Reading Graphic Design in Cultural Context explains key ways of understanding and interpreting the graphic designs we see all around us, in advertising, branding, packaging and fashion. It situates these designs in their cultural and social contexts. Drawing examples from a range of design genres, leading design historians Grace Lees-Maffei and Nicolas P. Maffei explain theories of semiotics, postmodernism and globalisation, and consider issues and debates within visual communication theory such as legibility, the relationship of word and image, gender and identity, and the impact of digital forms on design. Their discussion takes in well-known brands like Alessi, Nike, Unilever and Tate, and everyday designed things including slogan t-shirts, car advertising, ebooks, corporate logos, posters and music packaging.

*Meggs' History of Graphic Design* Swiss Graphic Design  
 The Origins and Growth of an International Style, 1920-1965

Published to instant acclaim in 2005, our best selling *How to Be a Graphic Designer without Losing Your Soul* has become a trusted resource for graphic designers around the world, combining practical advice with philosophical guidance to help young professionals embark on their careers. This new, expanded edition brings this essential text up to date with new chapters on professional skills, the creative process, and global trends that include social responsibility, ethics, and the rise of digital culture. *How to Be a Graphic Designer* offers clear, concise guidance along with focused, no-nonsense strategies for setting up, running, and promoting a studio; finding work; and collaborating with clients. The book also includes inspiring new interviews with leading designers, including Jonathan Barnbrook, Sara De Bondt, Stephen Doyle, Ben Drury, Paul Sahre, Dmitri Siegel, Sophie Thomas, and Magnus Vol Mathiassen

*Conversations on a Lifetime in Architecture and Design* Lars Muller Publishers

Master the fundamental concepts and techniques of motion media design so you can apply--and occasionally break--the rules to achieve your communication goals. This authoritative guide presents all of the design essentials in an engaging and inspiring way. Each principle is explained with text, illustration and photography where necessary. An accompanying website will contain any necessary digital files for download, updates and links to other resources.

*Swiss Graphic Design and Advertising by Geigy 1940 - 1970* Chronicle Books

A stimulating survey of how the Bauhaus and the modernist revolution have shaped graphic design. This lively and authoritative book explores the influence of the Bauhaus and modernism on typography and book design. Distinguished book designer and author Alan Bartram examines work by such key figures as Max Bill, F. T. Marinetti, El Lissitzky, Laszlo Moholy-Nagy, Jan Tschichold, and Paul Rand. All of the carefully chosen examples--some of which have not been previously reproduced--clearly demonstrate the modernist revolution that took place in graphic design. In an informative introductory essay, Bartram surveys the German art and design school known as the Bauhaus. Under Walter Gropius, the Bauhaus intended to create an academic, theoretical, and practical synthesis of all forms of visual expression--a marrying of art, architecture, industry, and design that had never been attempted before. Although the Bauhaus existed for only fourteen years, from 1920 to 1934, Bartram asserts that its philosophy influenced the appearance of almost every kind of modernist artifact throughout the twentieth century and continues to do so today.

Engagingly written and handsomely illustrated, this volume is a valuable resource for designers and book lovers everywhere.

**Critical Writings on Graphic Design** Bloomsbury Publishing

In the 1950s and 60s, the design studio of J.R. Geigy AG was the launching pad for one of the great

periods in Swiss graphic design. This marvelously-illustrated text is the first comprehensive presentation of Geigy design.

*How to Be a Graphic Designer without Losing Your Soul* CRC Press

Richard Hollis has been called "the graphic designer's designer." Best known as the author of the classic *Graphic Design: A Concise History* (1994), it is his six decades of design work that is currently undergoing a long overdue critical reevaluation. In *Richard Hollis Designs for the Whitechapel*, author Christopher Wilson focuses on the visual identity Hollis developed during the 1970s and 80s for London's then up-and-coming Whitechapel Art Gallery. Working closely with curators and artists, Hollis designed a series of conceptually rigorous posters, brochures, and catalogs for pioneering exhibitions by artists such as Georg Baselitz, Anselm Kiefer, Joseph Cornell, Philip Guston, and Frida Kahlo. This timely collection presents all of Hollis's masterpieces of understatement, along with critical essays and interviews.

*Corporate Diversity* Rockport Pub

"Henry van de Velde (1863-1957) is a pivotal figure in design history: a bridge between nineteenth-century eclecticism and the emergence of a modern style. His range was prodigious: from furniture, domestic and shop interiors to ceramics, textiles, dresses, jewellery, silverware and books. He was also the architect of large private houses, theatres, museums and art galleries." --back cover of book  
*An Illustrated Handbook for Understanding Fundamental Design Principles* Rockport Publishers  
 A comprehensive guide to graphic design and print.

**A Designer's Manual to Strategic Communication and Presentation** Quercus Publishing

A polished and professional portfolio—including both print pieces and an online presence—is more important than ever for photographers, graphic designers, and other creative professionals to make a great first impression and secure employment. This new third edition of *No Plastic Sleeves* has been thoroughly updated across all facets of portfolio production, including increased coverage on self-promotion, social media, branding, online promotion, new and updated interviews, case studies, and more. Including hundreds of photos, examples of successful design from both students and professionals, and interviews with industry professionals, this text will guide you through the complete process of conceptualizing, designing, developing, branding, and promoting all the interconnected aspects of your total portfolio package, including teaching you how to: Objectively evaluate and edit your work Develop a distinguishing brand concept and identity Understand and apply effective design strategies, including layout and sequencing Design a tailor-made portfolio book Develop a comprehensive online portfolio Develop printed promotional and professional materials Utilize social media and self-promotion strategies Alongside the acclaimed companion website, [www.noplasticsleeves.com](http://www.noplasticsleeves.com)—featuring additional portfolios, resources, tutorials, and articles—Larry Volk and Danielle Currier offer an essential guide to portfolio design, development, and promotion.

*A Concise History* Cengage Learning

*The Language of Graphic Design* provides design students and practitioners with an in-depth understanding of the fundamental elements and principles of their language, graphic design: what they are, why they are important, and how to use them effectively. To communicate in a new language, you first have to gain a complete understanding of its fundamentals; the ABC's of that language—definitions, functions, and usage. This book provides just these fundamentals for the language of graphic design, including chapters on symmetry, asymmetry, tone, contrast, proportion, and typography. Organized by the building blocks of the graphic design language, this reference includes work by some of the most successful and renowned practitioners from around the world and explains how they have applied these fundamental principles to their work. By examining both student and professional work, this comprehensive handbook is a more meaningful, memorable, and inspiring reference tool for novice design students, as well as young designers

starting their careers.

**Graphic Work for the Whitechapel Art Gallery, 1969-73 and 1978-85** Rowman & Littlefield  
For anyone trying to communicate in a new language, one has to first gain a complete understanding of its fundamentals; the ABC's of that language—definitions, functions, and usage. The Language of Graphic Design provides graphic design students and practitioners with an in-depth understanding of the fundamental elements and principles of their language—graphic design—what they are, why they are important, and how to use them effectively. Organized by the building blocks of the graphic design language, this reference includes work by some of the most successful and renowned practitioners from around the world and how they have applied these fundamental principles to their work. By examining both student and professional work, this comprehensive handbook is a more meaningful, memorable, and inspiring reference tool for novice design students, as well as young designers starting their careers. To understand visual communications one has to first understand by seeing. To develop this discipline or visual sense is similar to learning a new language with its own unique alphabet, lexicon (vocabulary), and syntax (sentence structure). This book provides clear, concise information that will enhance visual literacy, while using dynamic, memorable visual references to inspire and reinforce the skill of seeing.

**Bauhaus, Modernism and the Illustrated Book** Cengage Learning

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.

**Reading Graphic Design in Cultural Context** Taylor & Francis

Graphic designers constantly complain that there is no career manual to guide them through the profession. Adrian Shaughnessy draws on a wealth of experience to provide just such a handbook. Aimed at the independent-minded, it addresses the concerns of young designers who want to earn a living by doing expressive and meaningful work and avoid becoming a hired drone working on soulless projects. It offers straight-talking advice on how to establish your design career and suggestions - that you won't have been taught at college - for running a successful business. This revised edition contains all-new chapters covering professional skills; design thinking; and global trends, including social responsibility, ethics and the rise of digital culture. Also included are interviews with leading designers: Jonathan Barnbrook, Sara De Bondt, Stephen Doyle, Ben Drury, Paul Sahre, Dmitri Siegel, Sophie Thomas and Magnus Voll Mathiassen.

**Visionaries who Shaped Modern Graphic Design** Yale University Press

Graphic Design Theory is organized in three sections: "Creating the Field" traces the evolution of graphic design over the course of the early 1900s, including influential avant-garde ideas of futurism, constructivism, and the Bauhaus; "Building on Success" covers the mid- to late twentieth century and considers the International Style, modernism, and postmodernism; and "Mapping the Future" opens at the end of the last century and includes current discussions on legibility, social responsibility, and new media. Striking color images illustrate each of the movements discussed and demonstrate the ongoing relationship between theory and practice. A brief commentary prefaces each text, providing a cultural and historical framework through which the work can be evaluated. Authors include such influential designers as Herbert Bayer, L'szlo Moholy-Nagy, Karl Gerstner, Katherine McCoy, Michael Rock, Lev Manovich, Ellen Lupton, and Lorraine Wild. Additional features include a timeline, glossary, and bibliography for further reading. A must-have survey for graduate and undergraduate courses in design history, theory, and contemporary issues, Graphic Design Theory invites designers and interested readers of all levels to plunge into the world of design discourse.

Related with Swiss Graphic Design By Richard Hollis:

- Utah Business Economic Outlook Summit : [click here](#)

**Graphic Design Since 1950** Rockport Pub

Originally published: London: Laurence King Pub., 2006.

**Course Offerings and Class Projects from the Leading Graduate and Undergraduate Programs** Laurence King Publishing

Swiss Graphic Design The Origins and Growth of an International Style, 1920-1965 Yale University Press

**The Language of Graphic Design** Rockport Publishers

More Than Sixty Course Syllabi That Bring the New Complexity of Graphic Design to Light All graphic designers teach, yet not all graphic designers are teachers. Teaching is a special skill requiring talent, instinct, passion, and organization. But while talent, instinct, and passion are inherent, organization must be acquired and can usually be found in a syllabus. Teaching Graphic Design, Second Edition, contains syllabi that are for all practicing designers and design educators who want to enhance their teaching skills and learn how experienced instructors and professors teach varied tools and impart the knowledge needed to be a designer in the current environment. This second edition is newly revised to include more than thirty new syllabi by a wide range of professional teachers and teaching professionals who address the most current concerns of the graphic design industry, including product, strategic, entrepreneurial, and data design as well as the classic image, type, and layout disciplines. Some of the new syllabi included are: Expressive Typography Designer as Image Maker Emerging Media Production Branding Corporate Design Graphic Design and Visual Culture Impact! Design for Social Change And many more Beginning with first through fourth year of undergraduate courses and ending with a sampling of graduate school course options, Teaching Graphic Design, Second Edition, is the most comprehensive collection of courses for graphic designers of all levels.

**Inspiration from 50 Masters** Abrams

Switzerland's exceptional scenic beauty of valleys, lakes, and mountains, its central location on international trade routes, and its world famous banking system are just a few elements that have contributed to its rise in the global market. It consists of twenty-six member states, called cantons and it's actively engaged in the maintenance of peace among nations. The history of the Swiss Confederation is as rich and varied as its culture and people. This updated second edition of Historical Dictionary of Switzerland features the nation's multicultural and democratic traditions and institutions, its complex history, and its people's involvement in past and present world affairs. This is done through a list of abbreviations and acronyms, a chronology, an introduction, appendixes, maps, a bibliography, and over 500 cross-referenced dictionary entries on important persons, places, events, and institutions, as well as significant political, economic, social, and cultural aspects. This book is an excellent access point for students, researchers, and anyone who wants to know more about Switzerland.

**Graphic design 1928 - 1988: Richard Paul Lohse** Rockport Publishers

Twenty Over Eighty is a collection of insightful, intimate, and often irreverent interviews with twenty architecture and design luminaries over the age of eighty. Revealing conversations with leaders from a variety of fields—including graphic designers Seymour Chwast, Milton Glaser, Lora Lamm, and Deborah Sussman; architects Michael Graves, Denise Scott Brown, and Stanley Tigerman; urbanist Jane Thompson; industrial designer Charles Harrison; furniture designer Jens Risom; and critic Ralph Caplan—spotlight creators, thinkers, and pioneers whose lifelong dedication to experimentation and innovation continues to shape their disciplines well into their ninth decade. Twenty Over Eighty is not only a record of the remarkable histories and experiences of design's most influential figures but also a source of knowledge and inspiration for contemporary creatives and generations to come.

**A Practical Guide to Principles & Techniques** Pearson Education

A polished and professional portfolio—including both print pieces and an online presence—is more important than ever for photographers and other creative professionals to make a great first impression and secure employment. This new edition of No Plastic Sleeves has been updated to address all facets of portfolio production, with a special focus on self-promotion and new information about blogs and social media's role in the process. Including hundreds of photos, examples of successful design, and interviews with industry professionals, this text will guide you through the complete process of conceptualizing, designing, and developing all the interconnected aspects of your total portfolio package: Objectively evaluate and edit your work Develop a distinguishing brand concept Understand and apply effective design strategies Design a tailor-made portfolio book Develop a comprehensive online portfolio Develop printed professional and promotional materials Utilize social media and self-promotion strategies