



## Graphic Icons: Visionaries Who Shaped Modern Graphic Design

*John Clifford*

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Who are history's most influential graphic designers?

In this fun, fast-paced introduction to the most iconic designers of our time, author John Clifford takes you on a visual history tour that's packed with the posters, ads, logos, typefaces, covers, and multimedia work that have made these designers great. You'll find examples of landmark work by such industry luminaries as El Lissitzky, Alexander Rodchenko, A.M. Cassandre, Alvin Lustig, Cipe Pineles, Paul Rand, Saul Bass, Milton Glaser, Wim Crouwel, Stefan Sagmeister, John Maeda, Paula Scher, and more.

Who coined the term *graphic design*? Who turned film titles into an art? Who pioneered information design? Who was the first female art director of a mass-market American magazine? In *Graphic Icons: Visionaries Who Shaped Modern Graphic Design*, you start with the who and quickly learn the what, when, and why behind graphic design's most important breakthroughs and the impact their creators had, and continue to have, on the world we live in.

Your favorite designer didn't make the list? Join the conversation at [www.graphiciconsbook.com](http://www.graphiciconsbook.com) .

## Graphic Icons: Visionaries Who Shaped Modern Graphic Design Details

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## **From Reader Review Graphic Icons: Visionaries Who Shaped Modern Graphic Design for online ebook**

### **Kathryn says**

This is an advanced read.

I got this book from the GOODREADS giveaway and ended up having to pay \$12 COD... so much for the "free" book.

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### **Chris Brown says**

I received this book for review purposes as a part of the First Reads program.

I am really enjoying flipping through this book. It contains small chapters about a lot of graphic designers over a long period of history. The layout and art is presented in a way that really showcases who the artist is and how they influenced design. You can see their more recognizable works alongside brief bios and work history. Makes a great coffee table reader!

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### **Nada Loughead says**

Not my cup of tea so passing it along for all you graphic design fans - and I know there's many of you - have asked them to post a review.

<http://www.bookcrossing.com/journal/1...>

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### **Jocelyn says**

Won via GoodReads (Ho-ray!) I really enjoyed this book and I think it looks beautiful on my shelf. It has a lot of explanations on art and demonstrates how it has changed over the years. It has a lot of pictures just like what it should be expected of an art book.

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### **Elizabeth says**

Really decent overview of the timelines of graphic design.

I especially appreciated the references to other works to further explore each style.

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### **Allegra Artis says**

I received this book through a goodreads giveaway. I'm so glad I did. This book is quite wonderful. All of the graphic designs are quite eye catching and the background information is great when learning about the different eras of graphic design including pictures of those graphic designs that were important. I very much enjoyed reading the information and looking at the pictures.

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