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The history of graphic design is a very underpublished subject for such a widely studied discipline. Now, Stephen Eskilson provides a scholarly and accessible account of the field from Gutenberg to today. His approach is distinctive in that, for the first time, the subject is fully discussed in the light of prevailing political, social, military and economic conditions, nationalism, and gender.

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This book is an adjunct to and wholly dependent upon Meggs' History of Graphic Design. Whereas Meggs' puts the historical works in context, has a clear understanding of typography, the cross-pollination of art and design especially in the early 20th c., Eskilson sacrifices the germane for the anecdotal and irrelevant.

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History. The term graphic design was coined by William Addison Dwiggins in 1922. However, the origins of graphic design can be traced from the origins of human existence, from the caves of Lascaux, to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, to the neon lights of Ginza, Tokyo.

Graphic design - Wikipedia

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