



Twentieth Century Design: A Decade-by-Decade Exploration of Graphic Style

By Seddon, Tony.

Print. 1 Cloth(s), 2014. hard. Book Condition: New. Technological advances at the end of the 19th century stimulated a revolution in graphic design that rivaled the introduction of moveable type in the 15th, posits designer Tony Seddon. His heavily illustrated book is a decade-by-decade account of contemporary graphic styles, examining the roots of major trends and exploring how successive generations of designers developed, from arts and crafts and art nouveau to pop, postmodernism, and punk. Seddon profiles 30 leading graphic designers including Alexander Rodchenko, Alvin Lustig, Paul Rand, Paula Scher, April Greiman, and Tibor Kalman and provides a timeline highlighting important events that influenced 20th-century graphic design. 224.



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