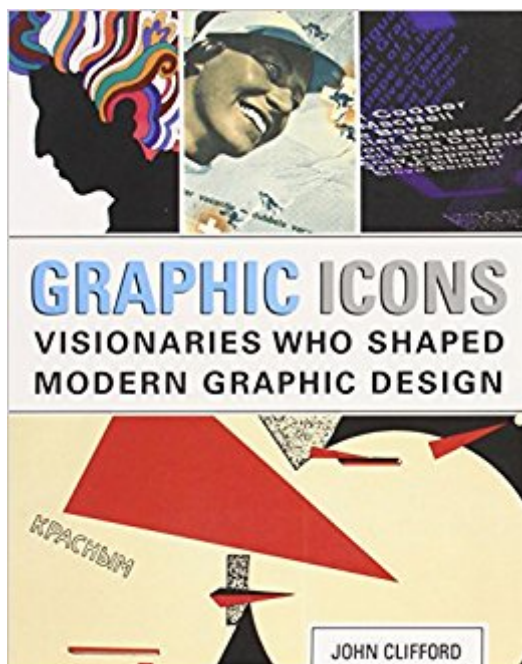


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Graphic Icons: Visionaries Who Shaped Modern Graphic Design



Synopsis

Book by Clifford, John

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Customer Reviews

Book by Clifford, John

A visually striking look at some of the most important designers and their work. An excellent primer for the new student or those with a casual interest in graphic design. A valuable resource for inspiration to the seasoned professional and a reminder of why they chose the profession. Beautifully designed. Contains great recommendations for further exploration. Concise and thoughtful writing that is considerably more personable than a text book. Highly recommended. After purchasing a copy for myself, I have picked up a few extras for gifts.

It's a very good survey book, and covers 50 designers from the early modern period circa 1914 up to the digital era. I was expecting more than a single page on each artist and more than a few images of their work. Nevertheless, it's a very good survey to add to your library to give you a basis for more in-depth reading on the 'Net.

Beautifully curated and designed, this book is both informative and inspirational. Understanding the history of contemporary design is essential for anyone entering the field - or with merely an interest

in the subject. The great range of work contained in this book serves this purpose perfectly. Concise and accessible, *Graphic Icons* is an essential addition to any design library. I wish it had existed when I was in school!

Whether you're a professional graphic designer or an armchair aficionado of great visual communication, *Graphic Icons* is essential reading material. Author John Clifford profiles the work and the stories behind these masters of graphic art, each of them true pioneers of modern design. I can't say that I've cracked many of my textbooks since design school, but this book inspires me every time I flip a page, and reminds me why I chose this profession in the first place. Thank you, John Clifford, for a wonderful, entertaining and beautiful compilation.

A really fine way to organize the major highlights in the personalities that make up graphic design. The principles found in this beautifully laid-out book can be found elsewhere of course (if you want to spend years in the library sorting it out) but Clifford has done all the hard leg-work for us. Including large graphic images illustrating the key ideas emerging from each "icon" along with highlighted quotes from the text help a great deal for the student skimming the text. Stopping to read a section in-depth provides all the info any design student might require.

This is an eye-opening book. How did it not exist before? The engaging text includes a sweeping overview of the history of graphic design, plus it's chock-full of visuals and beautifully packaged. Chunky and easy to flip through, I keep mine on my coffee table and everyone who comes over gets hooked. I'm buying several as gifts for friends who are interested in art, design, and advertising.

John Clifford's has produced an insightful collection of outstanding graphic designers and their noted works. The book offers manageable content and dynamic visuals to spark the interest for anyone exploring the field of graphic design. I think this book is a smart addition to any educator's suggested reading list.

It's amazing that such a reflection on the new 21st century artist has not been compiled. Such work is an integral part of all of our lives, and the icons of this field need to be recognized and appreciated. Thank you John Clifford.

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