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Hollis' Concise History of Graphic Design is a mini-encyclopedia, jammed with international movements, examples, and profiles of the important players. Even the print in miniature, which is irritating; however, for the money this guide is rich and detailed.

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Graphic design proper really began after the invention of the printing press in 1440, but the roots of visual communication stretch all the way back to caveman times. In this section, we'll run down the events of early history that paved the way for graphic design centuries before the world was ready for it. Cave paintings ~38,000 BCE

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A brief history of graphic design - 99designs

Synopsis. The story of graphic design is one of the most exciting and most important in the history of 20th-century visual culture. Created to inform, identify and promote, graphic design has evolved from its roots in the development of printing to become a profession and a discipline in its own right.

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Graphic design : a concise history (Book, 2014)

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Graphic Design : A Concise History - Book Depository

This compact little history of graphic design contains over 800

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illustrations. In his crisp, smart narrative, Hollis follows the profession from the late 19th century to the close of the 20th. His book is small enough to fit in your purse and rich enough to account for the basic history of our profession.

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Since the 1980s, when graphic design history was still considered "a movement," it has been common to teach the

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subject as a progression of styles with objects made by heroically talented people. This promotes connoisseurship, but it does not explain the underlying causes of design or how it related to its audiences.

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