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Ideas That Changed Graphic Design Book Preview

New in the "*100 Ideas that Changed...*" series, this book demonstrates how ideas influenced and defined graphic design, and how those ideas have manifested themselves in objects of design. The 100 entries, arranged broadly in chronological order, range from technical (overprinting, rub-on designs, split fountain); to stylistic (swashes on caps, loud typography, and white space); to objects (dust jackets, design handbooks); and methods (paper cut-outs, pixelation).