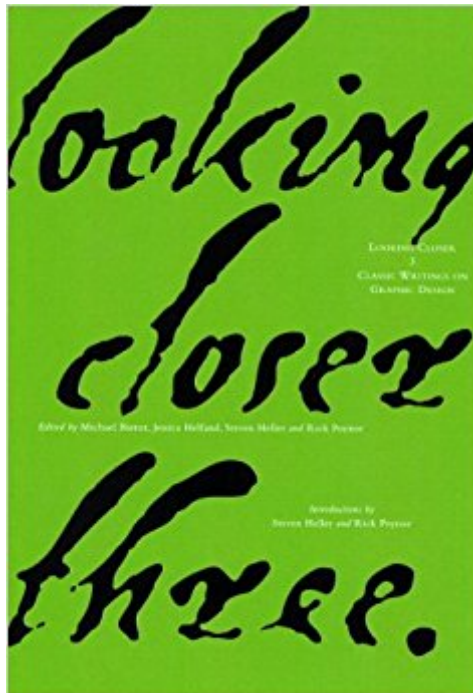


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# Looking Closer 3: Classic Writings On Graphic Design



## Synopsis

Rare and difficult-to-find essays provide fascinating reading in this third anthology in the Looking Closer series, a matchless resource tracing the continuum of critical thought from graphic design's earliest days as a viable art and craft. Looking Closer 3 brings back into discourse more than thirty seminal essays by such distinguished figures as William Morris, Aldous Huxley, Alvin Lustig, and Paul Rand, reviving ideas of form and content as well as arguments over manner and style that have been lost for decades. For professionals, teachers, and students alike, this pivotal collection is an invaluable compliment to any design library.

## Book Information

Series: Looking Closer (Book 3)

Paperback: 304 pages

Publisher: Allworth Press; 1 edition (August 1, 1999)

Language: English

ISBN-10: 1581150229

ISBN-13: 978-1581150223

Product Dimensions: 6.8 x 6.8 x 10 inches

Shipping Weight: 1.3 pounds

Average Customer Review: 3.8 out of 5 stars 5 customer reviews

Best Sellers Rank: #94,208 in Books (See Top 100 in Books) #32 in Books > Arts & Photography > Decorative Arts & Design > Design History & Criticism #270 in Books > Arts & Photography > History & Criticism > Criticism #344 in Books > Arts & Photography > Graphic Design > Techniques

## Customer Reviews

"An extraordinary collection. Looking Closer 3 offers a comprehensive look at the people, ideas, and social and economic forces that have shaped the terrain of graphic design in the twentieth century."  
-- Stuart Ewen, professor, chair of film and media studies, Hunter College  
"This book is a genuine 'instant classic.' Looking Closer 3 proves that history's greatest designers were also lucid critics and theorists of their discipline. This book should be required reading for all design students!" -- Ellen Lupton, cochair of graphic design department, Maryland Institute, College of Art; curator of contemporary design, Cooper-Hewitt National Design Museum

Steven Heller is co-chair of the MFA Design: Designer as Author program at the School of Visual

Arts, New York. His many previous books include *Typographic Universe*, *New Modernist Type*, and *Scripts*.

I found this book very interesting and informative. It's a unique way to experience the history of graphic design first hand; through the reading and teachings of past masters. Although it is required reading for a course I'm taking, I'm glad to be able to add it to my collection. I'd argue that most designers don't know enough about the history of design, and that there's a lot of great information in this book that any designer could apply to their daily work.

Excellent transaction! Smooth and simple like it should be. Highly recommend this seller and this series of books to anyone interested in graphic design discourse.

This book has a bunch of essays from the 50s and is a little thick to get through with the language. It's ok, but not an epic read.

This is the latest in a series of books that consist of collections of essays about the theory and practice of graphic design. The essays in the first two volumes were mostly from contemporary sources, particularly the AIGA Journal of Graphic Design. This third, retrospective volume is of even greater value in the sense that it gathers under one cover some of the most important historic writings on design from the late 19th century to the early 1980s, arranged chronologically. It contains over fifty hard-to-find articles by prominent figures in graphic design, among them William Morris, W.A. Dwiggins, El Lissitzky, Varvara Stepanova, Gyorgy Kepes, Alexander Rodchenko, Ladislav Sutnar, Beatrice Warde and Wolfgang Weingart. Graphic designers need to know where they came from, in order to better decide where to go. A substantial contribution to that effort, undoubtedly this is a book that should be on the reading lists of all designers, design students and teachers. (Copyright by Roy R. Behrens from *Ballast Quarterly Review*, Vol. 15, No. 1, Autumn 1999.)

An excellent text survey, *Looking Closer 3* provides an anthology of classic writings on graphic design. This is a 'must' for any who would study the foundations of graphic design theory: it's the first to gather early critical writings from the turn of the century to modern times, grouping rare essays under one cover.

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