



Meggs' History of Graphic Design

By Philip B. Meggs, Alston W. Purvis



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The bestselling graphic design reference, updated for the digital age

Meggs' History of Graphic Design is the industry's unparalleled, award-winning reference. With over 1,400 high-quality images throughout, this visually stunning text guides you through a saga of artistic innovators, breakthrough technologies, and groundbreaking developments that define the graphic design field. The initial publication of this book was heralded as a publishing landmark, and author Philip B. Meggs is credited with significantly shaping the academic field of graphic design.

Meggs presents compelling, comprehensive information enclosed in an exquisite visual format. The text includes classic topics such as the invention of writing and alphabets, the origins of printing and typography, and the advent of postmodern design. This new sixth edition has also been updated to provide:

- The latest key developments in web, multimedia, and interactive design
- Expanded coverage of design in Asia and the Middle East
- Emerging design trends and technologies
- Timelines framed in a broader historical context to help you better understand the evolution of contemporary graphic design
- Extensive ancillary materials including an instructor's manual, expanded image identification banks, flashcards, and quizzes

You can't master a field without knowing the history. *Meggs' History of Graphic Design* presents an all-inclusive, visually spectacular arrangement of graphic design knowledge for students and professionals. Learn the milestones, developments, and pioneers of the trade so that you can shape the future.

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Editorial Review

From the Inside Flap

Meggs' History of Graphic Design pioneered the coupling of the words "graphic design" and "history" by developing an original narrative tracing the progression of a field originating with the development of writing and heading into the digital age. That was in 1983, and now this *Sixth Edition* continues the gold-standard tradition of authoritative coverage for designers in the digital age.

This unrivaled, comprehensive, and award-winning reference tool on graphic design systematically reveals the complete story of visual innovators, groundbreaking technologies, and major developments leading up to the current state of the field. Updated and expanded, this robust new edition immortalizes the cutting-edge accomplishments of designers working in the digital twenty-first century and includes more than 100 brand-new illustrations to inform and inspire designers at every level of experience. More than a showcase of artwork, this inspiring reference gives you an intimate look at how industry-moving designers:

- Took advantage of the growth and increased quality of design education to rise up and find new ways of applying time-honored design theories and methods to solve new visual challenges
- Extended their profession with self-initiated fine-arts experimentation that brought a distinctive voice to the global dialogue in a era of explosive change
- Broadened their creative palette with digital technologies that offered unprecedented ways to manipulate color, form, space, and imagery and then share the expression with the world through film, television, and the Internet

Like its predecessors, *Meggs' History of Graphic Design, Sixth Edition* will quickly establish itself as a most-consulted volume on the bookshelves of professionals, students, and anyone who works with or loves graphic design.

From the Back Cover

The bestselling graphic design reference—updated for the digital age

Meggs' History of Graphic Design presents an all-inclusive, visually spectacular account of the people, events, and signal creations that have shaped the field of graphic design. This brilliantly imagined new *Sixth Edition* gives historical context to the latest trends and technologies overtaking the graphic design landscape, including developments in web, multimedia, and interactive design.

Convenient timelines that frame the history of graphic design within the broader context of world events The first step to mastering a profession is becoming intimately familiar with its past, and *Meggs' History of Graphic Design, Sixth Edition* puts it all there for you to enjoy. About the Author

The late Philip B. Meggs is an inductee into the Art Directors Hall of Fame and received its Educator's Award for lifetime achievement. A former contributing editor to *Print* magazine, he authored more than a dozen books and 150 articles and papers on design and typography. **Alston W. Purvis** is Professor of Visual Arts at the Boston University College of Fine Arts where he serves as Chair of the Department of Graphic Design. He is author and co-author of numerous books on graphic design history. Users Review

From reader reviews:

Maryanna Kuhns: The reserve with title Meggs' History of Graphic Design has lot of information that you

can understand it. You can get a lot of advantage after read this book. That book exist new knowledge the information that exist in this publication represented the condition of the world right now. That is important to you to know how the improvement of the world. This specific book will bring you in new era of the global growth. You can read the e-book on your own smart phone, so you can read that anywhere you want.

Charles Smith: A lot of people always spent their particular free time to vacation or maybe go to the outside with their friends and family or their friend. Are you aware? Many a lot of people spent their free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity that's look different you can read some sort of book. It is really fun for you personally. If you enjoy the book which you read you can spend the whole day to reading a reserve. The book Meggs' History of Graphic Design it is rather good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. In the event you did not have enough space bringing this book you can buy often the e-book. You can more effortlessly to read this book out of your smart phone. The price is not too costly but this book offers high quality.

Joan Beverly: Exactly why? Because this Meggs' History of Graphic Design is an unordinary book that the inside of the guide waiting for you to snap the idea but latter it will distress you with the secret the idea inside. Reading this book beside it was fantastic author who all write the book in such awesome way makes the content on the inside easier to understand, entertaining way but still convey the meaning thoroughly. So, it is good for you because of not hesitating having this ever again or you going to regret it. This book will give you a lot of positive aspects than the other book get such as help improving your talent and your critical thinking means. So, still want to delay having that book? If I had been you I will go to the guide store hurriedly.

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