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# The Vignelli Canon



## Synopsis

The famous Italian designer Massimo Vignelli allows us a glimpse of his understanding of good design in this book, its rules and criteria. He uses numerous examples to convey applications in practice - from product design via signaletics and graphic design to Corporate Design. By doing this he is making an important manual available to young designers that in its clarity both in terms of subject matter and visually is entirely committed to Vignelli's modern design.

## Book Information

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## Customer Reviews

If you think designing is just a nine to five job and then you just switch off this little book isn't for you but if you think that creativity can provide an immense amount of intellectual satisfaction then this Vignelli Canon is certainly worth a read. The author was Italian born in 1931 and originally studied architecture, a discipline that has fundamental rules and if they are not followed buildings fall down. Nothing so drastic happens if you don't follow some of the basic design rules in these pages, you'll just end up with a dull looking bit of print (and possibly an annoyed client). His views on design reflect a European perspective and you might think rather radical. This is what he says about pc type: 'The advent of the computer generated the phenomena called desktop publishing. This enabled anyone who could type the freedom of using any available typeface and do any kind of distortion. It was a disaster of mega proportions. The computer allowed anyone to design new typefaces and that became one of the biggest visual pollutions of all time'. Or this on paper sizes: 'The international standard paper sizes, called the A series, are based on a golden rectangle,

the divine proportion. The A4 (210 X 297 mm) is extremely handsome and practical as well. It has been adopted by many countries and is based on the German DIN metric standards. The United States uses a basic letter size (8.5 X 11 inches) of ugly proportions and results in complete chaos with an endless amount of paper sizes. It is a by-product of the culture of free enterprise, competition and waste. (Just another example of the culture of greed, irresponsibly offering more options than needed)'.The book is divided into two parts: The Intangibles and The Tangibles.

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