Min: The New Simplicity In Graphic Design

The book was found
An inspiring visual survey of the resurgence of minimalism in contemporary graphic design
Minimalism has informed some of the greatest graphic design in the history of the art form. It gave
us the Helvetica font and decluttered web design, and it allowed graphic designers to focus with
renewed diligence on the relationship between form and function. Today’s resurgence in
minimalist graphic design as creators move away from the ornate, decorative patterns that have
saturated our visual culture for the past decade calls for a closer look at the movement in its new,
contemporary context. Min showcases around 150 outstanding minimalist designers working across
a wide range of formats and media from independent magazines and album cover designs to
corporate identity and branding. Three sections define key approaches to minimalism in its visual forms. Each section presents
a range of contemporary works, all produced in the past three years. These are accompanied by
exclusive interviews with leading practitioners and proponents of minimalist design (Jessica
Svendsen, Made Thought, Eric Hu, and others) that offer an in-depth look at their creative
processes. Finally, essays tracing the evolution of minimalism in graphic design allow for a useful
comparison of the first wave of minimalism in the 1960s to its renascent form today. 500 color
illustrations

Book Information
Paperback: 288 pages
Publisher: Thames & Hudson; 1 edition (May 3, 2016)
Language: English
ISBN-10: 0500292191
Product Dimensions: 7.7 x 1 x 9.9 inches
Shipping Weight: 2.6 pounds (View shipping rates and policies)
Average Customer Review: 5.0 out of 5 stars See all reviews (3 customer reviews)
Best Sellers Rank: #86,224 in Books (See Top 100 in Books) #52 in Books > Arts & Photography
> Graphic Design > Typography #387 in Books > Arts & Photography > Graphic Design
> Techniques #455 in Books > Arts & Photography > Decorative Arts & Design

Customer Reviews
Lot’s of awesome curated works. Very inspiring for my own work and just to think about in an
abstract way.
Beautiful design book.

Very interesting and very well presented.

Download to continue reading...

Min: The New Simplicity in Graphic Design
The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts

Dmca