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Graphic Design USA: 20



Synopsis

Brought together in this distinguished annual are all of the fine graphic design showpieces that appeared in AIGA's juried exhibitions during the 1998-1999 season. Defining standards of excellence in American design, the works that appear in the annual were selected from thousands of entries, spanning every category of print and multi-media graphics. Jurors evaluated entries in terms of both aesthetic criteria and effectiveness in meeting the client's objective. Project statements reveal the challenges designers faced in executing the notable work. Also featured are the 1999 Gold Medalists-Tibor Kalman, Katherine McCoy, and Steven Heller, who are profiled in biographical essays and retrospective portfolios of their work.

Book Information

Series: 365: Aiga Year in Design

Paperback: 352 pages

Publisher: Watson-Guption Publications (January 1, 2000)

Language: English

ISBN-10: 0823072347

ISBN-13: 978-0823072347

Product Dimensions: 12 x 7.2 x 0.8 inches

Shipping Weight: 2.8 pounds

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #3,053,926 in Books (See Top 100 in Books) #25 in [Books > Arts &](#)

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Customer Reviews

Not only is this a collection of the best and brightest works in graphic design today, it's an invaluable resource for anyone who wants to know the direction in which the field is moving today. This book is illustrated with plenty of pictures of recipients of the AIGA's medals, and is also a good place to go for inspiration because it just contains SO MUCH STUFF!

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