

100 Ideas That Changed Graphic Design Moritzore

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100 Ideas That Changed Graphic

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100 Ideas That Changed Graphic Design Book by Steven Heller & Veronique Vienne Review by Robert E. Roth, University of Wisconsin-Madison I love cartography because it is both an art and a science. On one hand, cartography is a deeply quantitative profession, requiring working knowledge of mathematical concepts like coordinate

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100 ideas that changed graphic design; no.1 the book; no.2 body type; no.3 rub-on designs; no.4 rays; no.5 pastiche; no.6 pointing fingers; no.7 vanitas; no.8 clenched fists; no.9 monumental images; no.10 female archetypes; no.11 color blocks; no.12 ornamentation; no.13 decorative logotypes; no.14 naive mascots; no.15 entrepreneurship; no.16 metaphoric lettering

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Table 1: The 100 ideas that changed graphic design, categorized according to method, medium, style, or symbolism. My second criticism is the relevance of the book to an audience of cartographers.

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