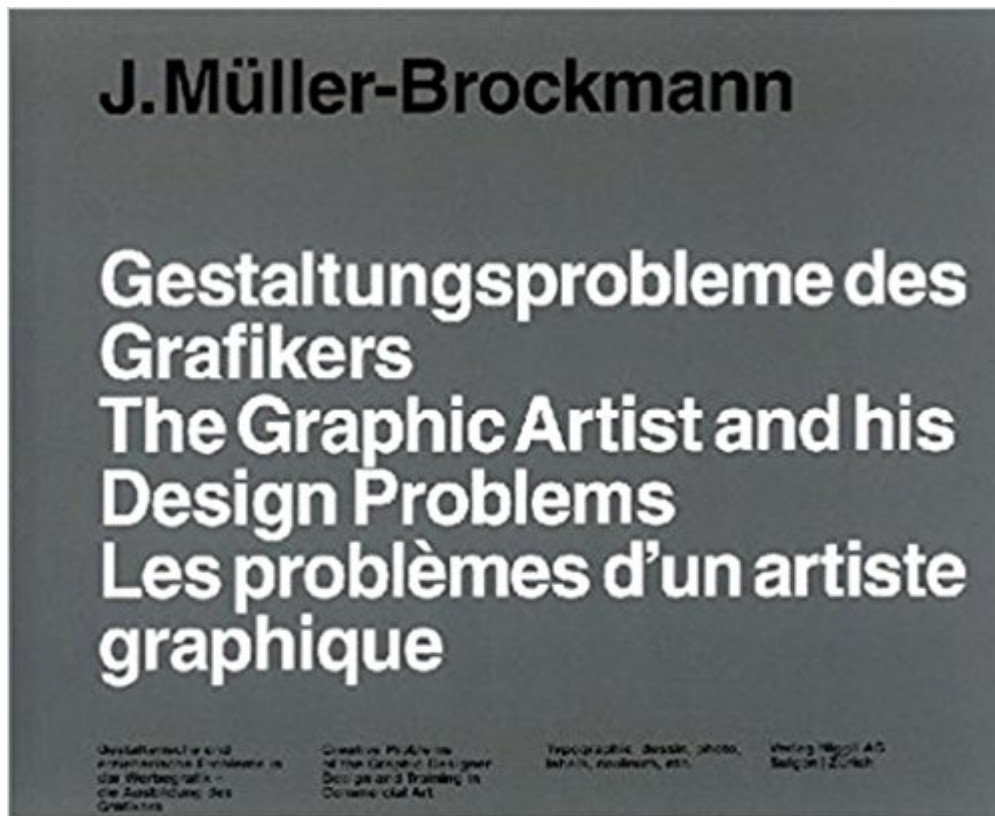


The book was found

The Graphic Artist And His Design Problems



Synopsis

In this book, Josef Muller-Brockmann intends to show the nature and meaning of the design elements of typography, drawing, photography in advertising. An important visual tool that will give open-minded designers a worthwhile survey of the fundamental problems of design. Also, for educators, it illustrates the practical results of a systematic method of teaching. A long-awaited re-release of the original edition.

Book Information

Hardcover: 200 pages

Publisher: Braun Publish,Csi; 3rd edition (September 1, 2003)

Language: English

ISBN-10: 3721204662

ISBN-13: 978-3721204667

Product Dimensions: 10.5 x 0.7 x 9 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (3 customer reviews)

Best Sellers Rank: #176,374 in Books (See Top 100 in Books) #31 in [Books > Arts & Photography > Graphic Design > Commercial > Advertising](#) #706 in [Books > Arts & Photography > Graphic Design > Techniques](#) #1924 in [Books > Arts & Photography > Drawing](#)

Customer Reviews

I bought a copy recently and it's like returning to an old friend. I had the original when it was published in 1961 and kept it on my desk at the office. It was always being looked through by colleagues, pages copied, dropped on the floor, borrowed (and luckily returned) but as is the way with office books it eventually disappeared. I was familiar enough with the pages not to buy a copy until nostalgia got the better of me and I thought I really should own a new edition. Despite the contents being over fifty years old what JM-B writes is still relevant today, not in the sense that pages are full of hands-on information, though there is some of that in the text but more a philosophical approach to commercial creativity which is revealed to the reader by studying the displayed work. The majority of this has been created by JM-B during the fifties and nicely cover a wide range of print material. My favorite sections are the series of posters for the Zurich Tonhalle Gesellschaft, these are just timeless designs, the other is the student work in the last chapter, some of the graphic design and typography is quite remarkable. Obviously the digital age was decades away when the book was first published and maybe website designers might strain to find anything

of relevance to their creative output but companies still need print: brochures; magazine; booklets; letterheads; reports; packaging; logos and more. These pages will provide the inspiration to design problems.

I own Brockmann's full library, and this is one of my favorite books. Insightful, informative, and a great example of swiss design as well a visual narrative of a key graphic designer. In German, English, and French. Topics include importance of content in advertising (type, photography, illustration, color, logo, brand name, uniformity), exhibition work, and more about building process and skill. I do, have a few issues with the book, most of them are in the construction: as this is a reprint done after Josef's death I figure these issues are not related to the original book, more the one sold on . For a book created by the master on layouts, and designing around the consistency of a grid, it's disappointing to see that this book is the only one to have a european spine in his full set. I have a friend with an older copy of the book containing a western spine, which I'd prefer. (I know this is picky, but it's disappointing to see that someone has decided to alter JMB's design, and makes me concerned that other changes were made as well.) Additionally, the unjacketed cover is constructed well, but with poor material choices. A linen paper was used on the cover, which provides an awesome texture, but the paper they used is tragically thin. Because of this, the bright white cover is left with a dirty-looking gray undertone. Additionally I had a hickey (from the printing press). The rest of the book was very impressive. Jacketed cover is also a significantly lighter gray. A definite purchase for ANY graphic designer, also check out Raster Systeme (Grid Systems) by JMB. That book completely revolutionized my designs, and way of thinking. :D

Loved it.

[Download to continue reading...](#)

The Graphic Artist and His Design Problems
Pastel Artist's Bible: An Essential Reference for the Practicing Artist (Artist's Bibles)
The Watercolor Flower Artist's Bible: An Essential Reference for the Practicing Artist (Artist's Bibles)
Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines)
"Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design)
Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels))
Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition)
100 Math Brainteasers (Grade 7, 8, 9, 10). Arithmetic, Algebra and Geometry
Brain Teasers, Puzzles, Games and Problems with Solutions:

Math olympiad contest problems for elementary and middle schools My Traitor's Heart: A South African Exile Returns to Face His Country, His Tribe, and His Conscience Genghis Khan: His Conquests, His Empire, His Legacy Jerome Robbins: His Life, His Theater, His Dance Practical Problems in Mathematics for Heating and Cooling Technicians (Practical Problems In Mathematics Series) Major Problems in American Immigration and Ethnic History (Major Problems in American History) The Holocaust: Problems and Perspectives of Interpretation (Problems in European Civilization (Wadsworth)) Major Problems in Asian American History: Documents and Essays (Major Problems in American History Series) Understanding Voice Problems: A Physiological Perspective for Diagnosis and Treatment (Understanding Voice Problems: Phys Persp/ Diag & Treatment) Geometry Word Problems: No Problem! (Math Busters Word Problems) Major Problems in Texas History (Major Problems in American History Series) Major Problems in American Foreign Relations, Volume I: To 1920 (Major Problems in American History Series) Algebra Word Problems: No Problem! (Math Busters Word Problems)

[Dmca](#)