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*be studying graphic design in the fall. It is a wonderful book filled with examples of the author's top 100. From small concepts, such as font usage, to the large architectural realm, it is covered well within this book.*

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*Upcoming titles: 100 Ideas That Changed Film (Spr 2012) 100 Ideas That Changed Art (Aut 2012) 100 Ideas That Changed Photography (Aut 2012) Steven Heller is the co-chair of the MFA Designer as Author program and co-founder of the MFA in Design Criticism program at SVA, New York. For 33 years he was an art director at the New York Times.*

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*Introduction --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  
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Metaphoric lettering --No. 17 Swashes on caps*

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--No. 18 Texts as images --No. 19 Visual puns  
--No. 20 The ...

*(PDF) Review of "100 Ideas that Changed Graphic Design"*

*My Assessment. 100 Ideas that Changed Graphic Design embarks readers in a chronological, illustrative and informative journey that covers an extensive corpus of subjects from body types and teen magazines to propaganda and Pixelation. • Clean layout, enjoyable , easy to read. • A comprehensive overview of the field.*

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*100 Ideas That Changed Graphic Design - The Atlantic*

*Design Book Recommendation: 100 Ideas that Changed Graphic Design. Author: Steven Heller and Veronique Vienne The book shows how great ideas influenced and characterized graphic design and how those groundbreaking ideas expressed themselves in design objects.*

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