



# Graphic Icons: Visionaries Who Shaped Modern Graphic Design

*John Clifford*

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## **Graphic Icons: Visionaries Who Shaped Modern Graphic Design** John Clifford

Who are history's most influential graphic designers?

In this fun, fast-paced introduction to the most iconic designers of our time, author John Clifford takes you on a visual history tour that's packed with the posters, ads, logos, typefaces, covers, and multimedia work that have made these designers great. You'll find examples of landmark work by such industry luminaries as El Lissitzky, Alexander Rodchenko, A.M. Cassandre, Alvin Lustig, Cipe Pineles, Paul Rand, Saul Bass, Milton Glaser, Wim Crowwel, Stefan Sagmeister, John Maeda, Paula Scher, and more.

Who coined the term *graphic design*? Who turned film titles into an art? Who pioneered information design? Who was the first female art director of a mass-market American magazine? *In Graphic Icons: Visionaries Who Shaped Modern Graphic Design*, you start with the who and quickly learn the what, when, and why behind graphic design's most important breakthroughs and the impact their creators had, and continue to have, on the world we live in.

Your favorite designer didn't make the list? Join the conversation at [www.graphiciconsbook.com](http://www.graphiciconsbook.com) .

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