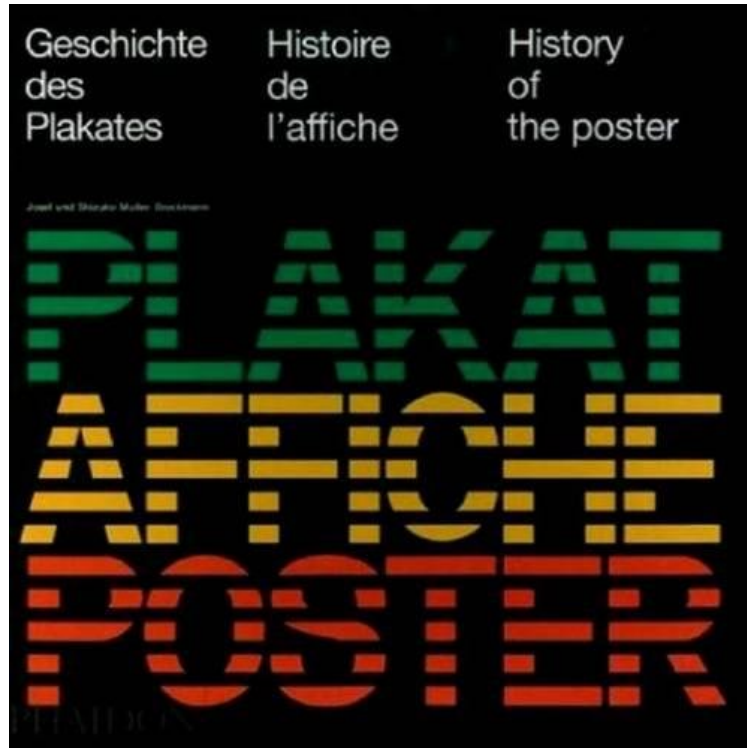


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History of the Poster

Josef Muller-Brockmann, Shizuko Muller-Brockmann
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0 of 0 people found the following review helpful. Delicious reading By Aurileide Alves I just feel happy for finding this amazing book just when I was needing it. Muller-Brockmann did a pioneer work by researching and assembling all the historical posters in one single publication. Useful for teachers, students and graphic design professionals who love posters. 0 of 0 people found the following review helpful. Five Stars By Brian Cook Great book, a classic on the design scene. 0 of 0 people found the following review helpful. good By Marta Product in good conditions and good contents. I really liked it and i recommend it a lot. the price was nice.

History of the Poster, co-written by Josef and Shizuko Muller-Brockmann, is a landmark account of one of the most prolific visual traditions of our culture. Originally published in 1971, this seminal study is clearly written and richly illustrated. Now reprinted by Phaidon Press, History of the Poster is an essential read for anyone intrigued by this most modern medium. The book presents an exhaustive collection of posters, ranging from the end of the nineteenth century until the early seventies, when the book was published for the first time. Conceived, written and designed by one of the best and most influential poster designers of the twentieth century, the book defines the nature of a poster and indicates the laws of designing it. Muller-Brockmann defines and describes four fundamental conceptions of the poster, approaching the function-type of each and presenting an array of methods used to capture the attention of the

viewer. guides us through the formation and evolution of style, emphasis and connotation in poster design. This reprint has not tampered with the original edition's design or layout and stays true to Muller-Brockmann's original concept.