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Johanna Drucker, Emily McVarish



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A Fresh Look at the History of Graphic Design

*Graphic Design History*,  $2^{nd}$  edition is a critical approach to the history of graphic design. Organized chronologically, the book demonstrates the connection to the current practices of graphic arts, visual expression, and design with its engaging narrative and special features.

With new images, chapter revisions, and features like Tools of the Trade, the authors stay true to connecting what designers do every day to a history of innovative graphic forms and effects. Instructor PowerPoints featuring nearly all of the images from the text make class preparation easier than ever with this new edition.

#### A better teaching and learning experience

This program will provide a better teaching and learning experience—for you and your students. Here's how:

- *Improve Critical Thinking* Chapters are framed by critical issues and historical themes so that students can fully grasp an understanding of the history of graphic design.
- *Engage Students* Timelines and images with detailed captions easily highlight relevant information for students.
- Support Instructors high resolution PowerPoint are available for this text.



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