



## Visual Communication: From Theory to Practice

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# Visual Communication: From Theory to Practice

*Jonathan Baldwin, Lucienne Roberts*

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Visual Communication An award-winning title that introduces design students to cultural theory through a series of essays and contributions from leading designers. Seeks to locate graphic design in a wider cultural context, drawing a student's attention to the key debates and issues that surround it. Full description

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192 pages

Revue de presse

'If you read this book you will pass all your design studies without even thinking about it!' - *Jamie Steane, Northumbria University, UK.*

'This book is excellent. It is beautifully presented and well printed. It is going to become a highly recommended book for my students throughout the course of their postgraduate studies ... This book will really help students get to grips with the links between theory and practice.' - *Adrian Hickey, University of Ulster, UK.*

'Excellent, well informed and lucid book which effectively balances sophisticated and complex theoretical concepts with well chosen and relevant practical examples, serving to contextualise theory in a manner that I would expect to engage students at all levels of undergraduate design study.' - *Will Hill, Anglia Ruskin University, UK.*

'Introduces a critical framework within which to locate graphic design issues and activities ... I think this is a really good book ... It asks a lot of questions and challenges assumptions. Most students switch off during theory debates - but this puts the debate into context and illustrates arguments well.' - *Sallyanne Theodosiou, University College for the Creative Arts, UK.*

'I love the way AVA lays out the content in their books. The quality of the books themselves as well as their content have been key factors in my using them as course materials.' --*Vanessa B. Cruz, University of North Florida, USA.* Présentation de l'éditeur

*Visual Communication: From Theory to Practice* explores how cultural theory can be applied to the real-world practice of graphic design. Theories are presented and then discussed by designers such as Neville Brody, Michael Bierut, Erik Spiekermann and Joan Farrer.

Issues such as mass culture, political design and semiotics are all debated, making this a unique companion to theory and culture modules on any undergraduate degree course in graphic design. *Visual Communication* helps students to develop sound critical judgment and informed strategies for the conception of new ideas that accurately reflect the current zeitgeist. Biographie de l'auteur

Jonathan Baldwin is a lecturer in design history, theory and practice at Dundee University, Scotland. He teaches and writes on issues related to popular culture, the media, graphic design and higher education and has experience working as a professional graphic designer and has contributed to many publications and conferences on art and design in higher education. Lucienne Roberts established the design studio sans+baum after a brief period at The Women's Press, hoping to ally a commitment to accessible and engaging design with a socially aware agenda. Roberts' new studio LucienneRoberts+ started at the end of 2006. Roberts was a signatory of the First Things First manifesto, has taught at Yale and the London College of Communication and was a D&AD judge in 2008. She is a regular contributor to Eye magazine and Grafik. Download and Read Online Visual Communication: From Theory to Practice Jonathan Baldwin, Lucienne Roberts #17XSWMDGTLB

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