

Gestaltungsprobleme Des Grafikers By Josef Müller Brockmann

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Müller-Brockmanns 1961 erstmals erschienene Publikation sollte die Probleme der zeitgemässen Formfindung für den Grafiker lösen, und wurde zu einem Standardwerk, das noch immer weit über die Grenzen der Schweiz hinaus als historischer Leitfaden wirkt. 1983 fand sie in einer gekürzten, broschierten Version - zugleich in den USA und Kanada herausgegeben - weltweite Verbreitung. Das vorliegende Buch ist nun die ungekürzte Rekonstruktion des Originals von 1961, im Leinenband mit Umschlag. Aufgenommen wurden die Ergänzungen, die Josef Müller-Brockmann für die broschierte Version von 1983 selbst vorgenommen hatte. So liegt nun wieder der umfassende Müller-Brockmann vor. Im ersten Teil wird der Weg von der illustrativen zur sachlichen Grafik gezeigt, die Bedeutung der Gestaltungselemente, ihre Anwendung und Wirkung auf allen Gebieten der Werbung: Geschäftsdrucksachen, Inserat, Prospekt, Katalog, Buch, Plakat, Aussenwerbung, Ausstellung. Der mittlere Teil des Buches enthält grundsätzliche Überlegungen zur Arbeit des grafischen Gestalters. Das Kapitel 'Wissenschaft und visuelle Kommunikation' streift beispielsweise Themata wie Semiotik, Kommunikationsforschung und Informationstheorie. Im letzten Drittel wird anhand einer umfassenden Dokumentation die systematische Ausbildung des Grafikers vorgestellt, wie sie Müller-Brockmann an der Schule für Gestaltung in Zürich zu seiner Zeit vermittelt

hatte..

josef müller brockmann

May 22nd, 2020 - josef müller brockmann may 9 1914 august 30 1996 was a swiss graphic designer and teacher he studied architecture design and history of art at both the university and kunstgewerbeschule zürich in 1936 he opened his zurich studio specialising in graphic design exhibition design and photography from 1951 he produced concert posters for the tonhalle in zurich

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