


Graphic Design for the 21st Century



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Graphic Design  
for the 21st  
Century by  
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Graphic design has become such an intrinsic part of modern life that the way we receive and process the hundreds of images we are exposed to everyday has become almost subliminal. Through advertising, film, television, books and magazines we operate in a visual landscape, constantly surrounded by design messages. *Graphic Design for the 21st Century* explores the various styles and themes of the genre, with over 600 pages of design work, and artists from all over the world represented in its pages. The list stretches from the likes of Aboud Sodano to Tadanori Yokoo, and everything in between.

The book begins by introducing the topic, giving a history of graphic design and its development as a discipline. Although regarded as a fairly recent phenomenon, the Fiell's trace its roots back to the graphic art of advertising posters in the 19th Century. Graphic design as we understand it today only really began to take shape with the introduction of corporate identities in the early 20th Century, when its importance and relevance as a discipline was recognised with the creation of the American Institute of Graphic Art in New York in 1914. The authors then move on to look at graphic art and its place as a tool of propaganda during the war before moving on to its increasing use as a marketing tool in the post-war years following this.

Graphic design as we know it today is inextricably linked with developments in technology, with innovations in computer design allowing new forms of expression and reducing the time taken to produce pieces of work. The result is the diverse and constantly changing visual communications we see before us today, the cream of which the book illustrates, with comments and thoughts on the industry and the subject from the world's leading creatives. For those with an interest in the subject, or those looking for inspiration, this book is both a guide and a resource tool showing the best in the business.