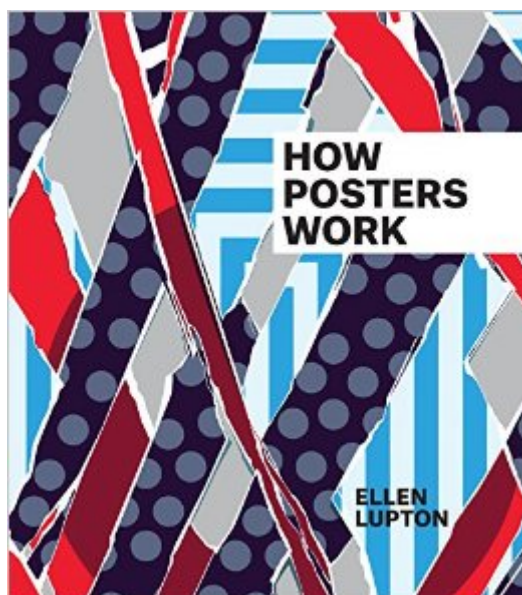


The book was found

How Posters Work



Synopsis

With its unique focus on visual language, Ellen Lupton's *How Posters Work* is more than another poster book. Rather than provide a history of the genre or a compilation of collectibles, the book is organized around active design principles. Concepts such as "Simplify," "Focus the eye," "Exploit the diagonal," "Reverse expectations" and "Say two things at once" are illustrated with a diverse range of posters, from avant-garde classics and rarely seen international works to contemporary pieces by today's leading graphic designers. Illustrated with over 150 works from the collection of Cooper Hewitt, Smithsonian Design Museum, *How Posters Work* provides a stunning education in seeing and making, demonstrating how some of the world's most creative designers have mobilized principles of layout, composition, psychology and rhetoric to produce powerful acts of visual communication.

Ellen Lupton (born 1963) is an acclaimed writer, curator and graphic designer. She is Director of the Graphic Design MFA program at Maryland Institute College of Art (MICA) in Baltimore, where she also serves as Director of the Center for Design Thinking. As Curator of Contemporary Design at Cooper Hewitt, Smithsonian Design Museum since 1992, she has produced numerous exhibitions and books, including *Mechanical Brides: Women and Machines from Home to Office* (1993), *Mixing Messages: Graphic Design and Contemporary Culture* (1996), *Letters from the Avant-Garde* (1996), *Skin: Surface, Substance + Design* (2002) and most recently *Beautiful Users: Designing for People* (2014). Lupton is a 2007 recipient of the AIGA Gold Medal, one of the highest honors given to a graphic designer or design educator in the US.

Book Information

Flexibound: 208 pages

Publisher: Cooper Hewitt, Smithsonian Design Museum (May 26, 2015)

Language: English

ISBN-10: 0910503826

ISBN-13: 978-0910503822

Product Dimensions: 9.7 x 0.7 x 9.1 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #148,879 in Books (See Top 100 in Books) #129 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Illustration](#) #161 in [Books > Arts & Photography](#)

[> Collections, Catalogs & Exhibitions](#) #881 in [Books > Arts & Photography > Decorative Arts & Design](#)

Customer Reviews

"How Posters Work" is one of several new books published in celebration of the reopening of Cooper Hewett, the Smithsonian Design Museum in New York City, in December 2014 after a three-year renovation project. This book is authored (in some parts) and edited (in other parts) by Ellen Lupton, a Senior Curator at Cooper Hewett, the director of a Graphic Design master's degree program, and the writer of many important and influential books on design. In a little over 200 pages, filled with over 300 illustrations, the volume articulates several guiding concepts and shows numerous examples of "how posters work," resulting in a publication that is beneficial to working designers, design students, and those who simply appreciate the power and beauty possible in a 2-D printed message. The first 70 pages of the book are dedicated to several well-illustrated essays, starting with Lupton's "Vision is a Process." She notes that the purpose of the book is to explain "how designers see" and to explore the many ways in which graphic designers apply key principles to achieve a communication goal. Then Lupton expands her premise by describing components of a graphic designer's methodology, such as "vision is active," "vision is immersive," and "vision is multisensory." In the next essay, Caitlin Condell, another Cooper Hewett staff member, describes "How Posters Are Made," starting with the lithography process (invented in 1798) and continuing with technologies ranging from silk screen printing and various photographic processes to relatively recent innovations like digital printing and laser cutting.

[Download to continue reading...](#)

How Posters Work Making Work Work: The Positivity Solution for Any Work Environment Posters for the People Posters of the Canadian Pacific 100 Movie Posters: The Essential Collection A Century of Movie Posters: From Silent to Art House Windows on the War: Soviet TASS Posters at Home and Abroad, 1941-1945 (Art Institute of Chicago) National Parks Classic Posters 2017 Wall Calendar The Paris of Toulouse-Lautrec: Prints and Posters From The Museum of Modern Art How to Create Your Own Gig Posters, Band T-Shirts, Album Covers, & Stickers: Screenprinting, Photocopy Art, Mixed-Media Mardi Gras Parade of Posters Mucha Posters Postcards: 24 Ready-to-Mail Cards (Dover Postcards) George McGovern and the Democratic Insurgents: The Best Campaign and Political Posters of the Last Fifty Years Bon Appétit Vintage Food Posters 2015 Wall Calendar (English and French Edition) Bon Café Vintage Coffee Posters 2015 Wall (calendar) (English and French Edition) 75 Years of Children's Book Week Posters: Celebrating Great Illustrators of American Children's Books Color Your Own Classic Movie Posters (Dover Art Coloring Book) The World's Rarest Movie Posters The Art of Rock: Posters from Presley to Punk

Starstruck: Vintage Movie Posters from Classic Hollywood

[Dmca](#)