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graphic design, and how those ideas have manifested themselves in objects of design. It includes coverage that ranges from technical (overprinting, rub-on designs, split fountain); to stylistic (swashes on caps, loud typography, and white space); and, more.

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100 Ideas That Changed Graphic Design is an incredible survey of the moments and movements that revolutionized design history. This accessible book demonstrates how key ideas influenced and defined graphic design.

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Robert E. Roth, University of Wisconsin-  
Madison I love cartography because it is both  
an art and a science. On one hand,



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cartography is a deeply quantitative profession, requiring working knowledge of mathematical concepts like coordinate

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stylistic; to objects; and methods.

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archetypes; no 11 color blocks; no.12  
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no.14 naive mascots; no.15 entrepreneurship;  
no.16 metaphoric lettering

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Laurence King ...

Table 1: The 100 ideas that changed graphic design, categorized according to method, medium, style, or symbolism. My second criticism is the relevance of the book to an audience of cartographers.

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design: No. 1 The book --No. 2 Body type  
--No. 3 Rub-on designs --No. 4 Rays --No. 5  
Pastiche --No. 6 Pointing fingers --No. 7  
Vanitas --No. 8 Clenched fists --No. 9  
Monumental images --No. 10 Female archetypes  
--No 11 Color blocks --No. 12 Ornamentation  
--No. 13 Decorative logotypes --No. 14 Naive  
mascots --No. 15 Entrepreneurship --No. 16  
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