No More Rules (Paperback)

By Rick Poyner

Laurence King Publishing, United Kingdom, 2013. Paperback. Condition: New. Reprint. Language: English . Brand New Book. No More Rules was the first wide-ranging critical survey to focus on and explore postmodernism s impact on graphic design in the 1980s and 1990s, an era that transformed the discipline. Now re-issued in a new mini format, it tells the story of how designers and typographers threw away the rule book and forged experimental new approaches. No More Rules tells this story in detail, breaking down a broad and sometimes confusing field of graphic design activity into key developments and themes. Each of the book s key themes - the American new wave, punk and its aftermath, deconstructionist theory and design, the digital type revolution, typography grunge, graphic authorship and graphic agitation, retro and the vernacular and new conceptual approaches to design - is illuminated by stunning examples of work that changed the way in which designers and their audiences think about graphic communication.

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