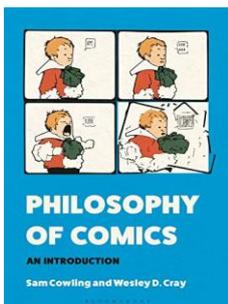


Philosophy of Comics

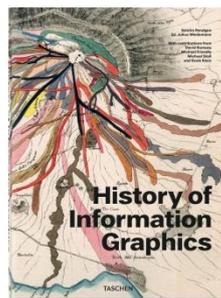


v měkké vazbě, 376 stran
vyd. Bloomsbury Academic, VI/2022
ISBN 9781350098459

katalog.cena cca 660 Kč vč.DPH
v této nabídce **460 Kč** vč.DPH

What exactly are comics? Can they be art, literature, or even pornography? How should we understand the characters, stories, and genres that shape them? Thinking about comics raises a bewildering range of questions about representation, narrative, and value. *Philosophy of Comics* is an introduction to these philosophical questions. In exploring the history and variety of the comics medium, Sam Cowling and Wesley D. Cray chart a path through the emerging field of the philosophy of comics. Drawing from a diverse range of forms and genres and informed by case studies of classic comics such as *Watchmen*, *Tales from the Crypt*, and *Fun Home*, Cowling and Cray explore ethical, aesthetic, and ontological puzzles, including: - What does it take to create-or destroy-a fictional character like Superman?- Can all comics be adapted into films, or are some comics impossible to adapt?- Is there really a genre of "superhero comics"?- When are comics obscene, pornographic, and why does it matter? At a time of rapidly growing interest in graphic storytelling, this is an ideal introduction to the philosophy of comics and some of its most central and puzzling questions.

History of Information Graphics



v pevné vazbě, 462 stran
vyd. Taschen, VII/2021
ISBN 9783836567671

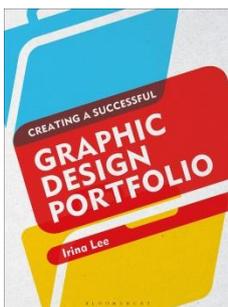
katalog.cena cca 1.960 Kč vč.DPH
v této nabídce **1.480 Kč** vč.DPH

In the age of big data and digital distribution, when news travel ever further and faster and media outlets compete for a fleeting slice of online attention, information graphics have swept center stage. At once nuanced and neat, they distill abstract ideas, complex statistics, and cutting-edge discoveries into succinct, compelling, and masterful designs. Cartographers, programmers, statisticians, designers, scientists, and journalists have developed a new field of expertise in visualizing knowledge.

This XL-sized compendium explores the history of data graphics from the Middle Ages right through to the digital era. Curated by Sandra Rendgen, some 400 milestones span astronomy, cartography, zoology, technology, and beyond. Across medieval manuscripts and parchment rolls, elaborate maps, splendid popular atlases, and early computer-based information design, we systematically break down each work's historical context, including such highlights as Martin Waldseemüller's famous world map, the meticulous nature studies of Ernst Haeckel, and many unknown treasures.

Hot on the heels of the best-selling *Information Graphics* and *Understanding the World*, this third volume fills the gap as an unprecedented reference book for data freaks, designers, historians, and anyone thirsty for knowledge. An enthralling exploration into the teachings, research, and lives of generations past.

Creating Successful Graphic Design Portfolio



v měkké vazbě, 200 stran
vyd. Bloomsbury Visual Arts, II/2021
ISBN 9781474213875

katalog.cena cca 960 Kč vč.DPH
v této nabídce **660 Kč** vč.DPH

Being able to present yourself and your work in the best way possible is a necessary skill that all new designers must master before embarking on a career--be it freelance or working within a design firm. The author provides practical advice combined with insights and personal stories from leading design professionals. The book focuses on the practical aspects of creating a great portfolio such as what potential employers or clients look for in a portfolio, how to present yourself, dealing with criticism, replying to tough interview questions and more.

A unique chapter called 'Portfolio Workshop (or Portfolio Clinic)' includes sample spreads from portfolios (good and bad) with critiques and helpful commentary from leading designers. The author also includes templates for cover letters, CVs, etc. Finally, a 'Toolbox' section will include sample prompts for frequently asked interview questions and a short section on running your own freelancing practice.

All in all, everything to encourage and advise the new designer.

Process - Visual Journeys in Graphic Design



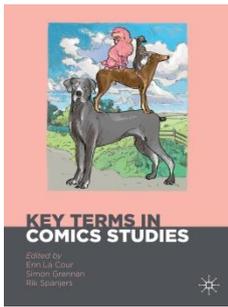
v měkké vazbě, 144 stran
vyd. Counter-Print, III/2022
ISBN 9781916126114

katalog.cena cca 820 Kč vč.DPH
v této nabídce **660 Kč** vč.DPH

Process - Visual Journeys in Graphic Design is a unique book highlighting the rarely shown sketching and process behind the making of marks and logotypes. It is based on the work by the studio BankerWessel. Fourteen projects are presented with over 1,500 individual sketches with attached annotations showing the actual thought process present in the creation.

The book includes marks for a range of companies within the realm of art, music and fashion including Hasselblad Foundation and Fotografiska. This revised and expanded second edition also includes two new case studies and a written piece by designer Richard Baird titled 'In Search of Originality'.

Key Terms in Comics Studies



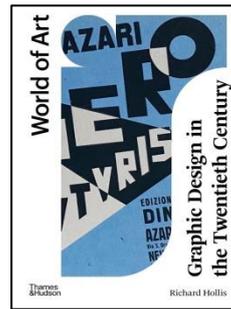
v měkké vazbě, 369 stran
vvd. Springer Nature, I/2022
ISBN 9783030749736

katalog.cena cca 780 Kč vč.DPH
v této nabídce **560 Kč** vč.DPH

Key Terms in Comics Studies is a glossary of over 300 terms and critical concepts currently used in the Anglophone academic study of comics, including those from other languages that are currently adopted and used in English. Written by nearly 100 international and contemporary experts from the field, the entries are succinctly defined, exemplified, and referenced. The entries are 250 words or fewer, placed in alphabetical order, and explicitly cross-referenced to others in the book.

Key Terms in Comics Studies is an invaluable tool for both students and established researchers alike.

Graphic Design in Twentieth Century



v měkké vazbě, 240 stran
vyd. Thames & Hudson, XI/2021
ISBN 9780500204511

katalog.cena cca 500 Kč vč.DPH
v této nabídce **380 Kč** vč.DPH

The story of graphic design is one of the most exciting and important in the history of twentieth century visual culture. From its roots in the development of printing, graphic design has evolved as a means of identification, information and promotion to become a profession and discipline in its own right. This authoritative documentary history begins with the poster and goes on to chart the development of graphics in brochures, magazines, advertising, corporate identity, television and electronic media.

It also discusses technical innovations such as the use of photography, and the revolutionary impact of digital technologies. Preserving the author's own original layout, now a typographic and print design classic, and with over 800 illustrations fully integrated with the text, this indispensable account is clear, comprehensive and absorbing. With over 800 illustrations

Graphic Life



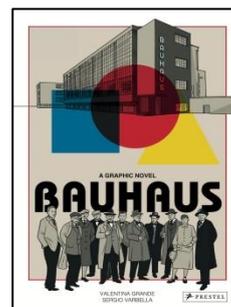
v pevné vazbě, 520 stran
vyd. Images Publishing Group,
VI/2021
ISBN 9781864708936

katalog.cena cca 1.960 Kč vč.DPH
v této nabídce **1.460 Kč** vč.DPH

Michael Gericke is one of the most influential graphic designers in the world today. This much anticipated monograph covers four decades of work by the acclaimed graphic designer and Pentagram partner. Lavishly illustrated throughout at close to 500 pages, the book is driven by a celebration of places, telling stories, and making images and symbols - predominantly through Gericke's work with projects for buildings, civic moments, exhibitions and visual identities, including for posters, magazines, New York's AIA chapter (America's largest) and the Center for Architecture that, through graphics and images, continues to portray the spirit of architecture and design in New York City today.

Prefaced by the prize-winning architect Moshe Safdie, with commentary by Pulitzer Prize-winning architectural critic and educator Paul Goldberger, this encyclopaedic compilation is a must for all collectors and aficionados of contemporary design, branding, and visual identity.

Bauhaus Graphic Novel

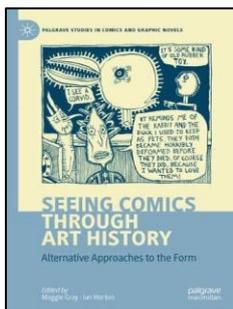


v pevné vazbě, 128 stran
vyd. Prestel, IV/2022
ISBN 9783791388571

katalog.cena cca 620 Kč vč.DPH
v této nabídce **500 Kč** vč.DPH

The main character of this extraordinary graphic novel is not a person but an idea—the school of Bauhaus, which arose in the wake of World War I, and emerged as the fundamental reference point for virtually every avant-garde artistic movement that followed. Visually arresting illustrations and engaging texts place the novel's protagonist squarely in the middle of the twentieth-century debate on the relationship between technology and culture. The novel is divided into three chapters that trace the evolution of the Bauhaus, as its center moved across Germany—from Weimar to Dessau to Berlin—and as its philosophy responded to this economically, politically and intellectually highly charged era in Europe. Sergio Varbella's inventive drawings bring to life the theories of founder Walter Gropius, as well as the basic design ideals of unity and equity. Valentina Grande's thoughtful texts highlight crucial moments within the movement's history and in the lives of principal figures such as Klee, Kandinsky, Josef and Anni Albers, László and Lucia Moholy-Nagy, Gunta Stözl, and Mies van der Rohe. The perfect introduction to a radical but highly influential chapter in the history of design, this novel shows how the Bauhaus school broke down barriers and built up ideals that are still applied today.

Seeing Comics Through Art History



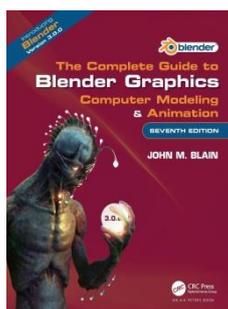
v pevné vazbě, 348 stran
vyd. Springer Nature, V/2022
ISBN 9783030935061

katalog.cena cca 3.060 Kč vč.DPH
v této nabídce **2.140 Kč** vč.DPH

This book explores what the methodologies of Art History might offer Comics Studies, in terms of addressing overlooked aspects of aesthetics, form, materiality, perception and visual style. As well as considering what Art History proposes of comic scholarship, including the questioning of some of its deep-rooted categories and procedures, it also appraises what comics and Comics Studies afford and ask of Art History. This book draws together the work of international scholars applying art-historical methodologies to the study of a range of comic strips, books, cartoons, graphic novels and manga, who, as well as being researchers, are also educators, artists, designers, curators, producers, librarians, editors, and writers, with some undertaking practice-based research.

Many are trained art historians, but others come from, have migrated into, or straddle other disciplines, such as Comparative Literature, American Literature, Cultural Studies, Visual Studies, and a range of subjects within Art & Design practice.

Complete Guide to Blender Graphics



v měkké vazbě, 626 stran
vyd. CRC Press, 7.vydání, III/2022
ISBN 9781032121673

katalog.cena cca 1.920 Kč vč.DPH
v této nabídce **1.460 Kč** vč.DPH

The book provides instruction for New Users starting at the very beginning. Instruction is presented in a series of chapters incorporating visual reference to the program's interface. The initial chapters are designed to instruct the user in the operation of the program while introducing and demonstrating interesting features of the program.

Chapters are developed in a building block fashion providing forward and reverse reference to relevant material.

Duotone: Limited Colour Schemes in Graphic Design



v měkké vazbě, 240 stran
vyd. Hoaki, III/2022
ISBN 9788417656539

katalog.cena cca 980 Kč vč.DPH
v této nabídce **780 Kč** vč.DPH

What at first glance seems to be a limited solution reveals new and unexpected possibilities in this publication. Now in paperback, Duotone explores the possibilities and applications of two-colour printing technique, which uses either two shades of the same colour, black and one tint, or two different colours. This method brings out middle tones and highlights, and its results are vibrant, colourful and stunning, generating maximum expressivity while minimising production costs.

The wide selection of projects in the book covers different design categories, from logos, brochures, posters, packaging materials, book covers, posters and exhibition materials to screen designs for corporate websites and promotional microsites. The variety of designs reveals the magic of duotone techniques and how designers and artists make full use of its possibilities to create dramatic and dynamic compositions. Duotone is the next big trend in graphic design.

It enhances readability, makes the most of minimalist designs without overwhelming the eye, and is the perfect way to effortlessly create unforgettable atmospheres. AUTHOR: Wang Shaoqiang is a professor at the Guangzhou Academy of Fine Arts (China) and Doctoral Supervisor at the College of Arts and Humanities of the Macau University of Science and Technology. He is a prolific editor whose titles focus on design, art and lifestyle.

Reversing Into Future: New Wave Graphics 1977–1990



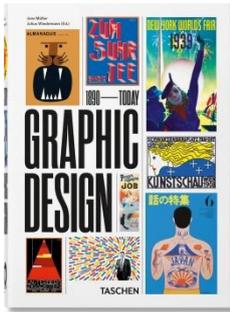
v pevné vazbě, 336 stran
vyd. Pavilion Books, X/2021
ISBN 9781911663959

katalog.cena cca 1.140 Kč vč.DPH
v této nabídce **920 Kč** vč.DPH

Packed with exclusive artworks and expert texts, this is the comprehensive guide to the unforgettable period of New Wave. Having witnessed an emerging generation of music buyers who'd been energised by punk, major record labels and independents alike went in search of sounds and visions that captured something of the energy and cheeky attitude of punk, while ignoring its political edge. New Wave was embraced by the mainstream music and entertainment industries and used to promote artists who rejected the anti-consumerist, anti-materialistic, black-and-white nihilism of the original punk movement in favour of a more optimistic, humorous and colourful present refracted through the past.

In doing so, and as this book illustrates, the New Wave followed Marshall McLuhan's dictum that 'we drive boldly into the future with our eyes fixed firmly on the rear-view mirror'. New Wave artists rejected punk's satirical, parodic and irreverent treatment of rock 'n' roll's original, iconic imagery preferring to display it reverently or referenced with love and affection. Reversing Into The Future: New Wave Graphics 1977-1990 includes graphic designs for, among others, The B52s, Boomtown Rats, Devo, Duran Duran, The Cars, Elvis Costello, Joe Jackson, XTC, Cyndi Lauper, The Police, Simple Minds, Gary Numan, Japan, Blondie, Talking Heads, The Go-Gos, Graham Parker, Nick Lowe, Simple Minds, Frankie Goes To Hollywood and many more.

History of Graphic Design: 1890 - Today



v pevné vazbě, 512 stran
vyd. Taschen, II/2022
ISBN 9783836588065

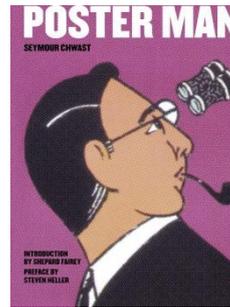
katalog.cena cca 660 Kč vč.DPH
v této nabídce **520 Kč** vč.DPH

Through the turbulent passage of time, graphic design—with its vivid, neat synthesis of image and idea—has distilled the spirit of each age. Surrounding us every minute of every day, from minimalist packaging to colorful adverts, smart environmental graphics to sleek interfaces: graphic design is as much about transmitting information as it is about reflecting society's cultural aspirations and values. With his sweeping knowledge of the field, author Jens Müller curates the standout designs for each year, a running sequence of design milestones.

This collection of important graphic works represents a long-overdue reflection on the development of a creative field constantly changing and challenging itself. These key pieces act as coordinates through contemporary history, helping us trace the sheer influence of graphic design on our daily lives. About the series TASCHEN is 40! Since we started our work as cultural archaeologists in 1980, TASCHEN has become synonymous with accessible publishing, helping bookworms around the world curate their own library of art, anthropology, and aphrodisia at an unbeatable price.

Today we celebrate 40 years of incredible books by staying true to our company credo. The 40 series presents new editions of some of the stars of our program—now more compact, friendly in price, and still realized with the same commitment to impeccable production.

Poster Man: 50 Years of Iconic Graphic Design



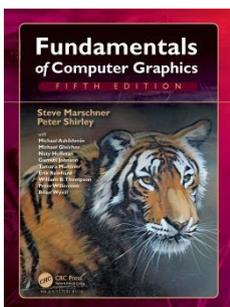
v pevné vazbě, 144 stran
vyd. Schiffer Publishing, V/2022
ISBN 9780764361227

katalog.cena cca 1.220 Kč vč.DPH
v této nabídce **900 Kč** vč.DPH

This collection of over 140 curated posters by the revolutionary graphic artist Seymour Chwast provides context and insight into not only his five-decade career, but the poster genre itself. Since founding Push Pin Studios alongside Milton Glaser and Edward Sorel in the 1950s, Chwast's posters have been widely celebrated for their combination of subversive style and strong political satire. His caustic humor, graphic hand, and visual commentary cleverly synthesize in a way that is both wry and immediately understandable.

Posters are arranged by type—Causes, Commerce, Information, Exhibits, and Lectures—rather than chronology, which, along with the large format, invites readers to engage thematically with the designs. Commentary on each poster makes this a valuable resource for students, educators, historians, and all who appreciate the unique ability of posters to subvert notions of popular culture, politics, and design at once. Essays by Shepard Fairey and Steven Heller contextualize Chwast's impact on 20th-century design.

Fundamentals of Computer Graphics



v pevné vazbě, 700 stran
vyd. CRC Press, 5.vydání, IX/2021
ISBN 9780367505035

katalog.cena cca 3.600 Kč vč.DPH
v této nabídce **2.680 Kč** vč.DPH

Drawing on an impressive roster of experts in the field, Fundamentals of Computer Graphics, Fifth Edition offers an ideal resource for computer course curricula as well as a user-friendly personal or professional reference.

Focusing on geometric intuition, this book gives the necessary information for understanding how images get onto the screen by using the complementary approaches of ray tracing and rasterization. It covers topics common to an introductory course, such as sampling theory, texture mapping, spatial data structure, and splines. It also includes a number of contributed chapters from authors known for their expertise and clear way of explaining concepts.

HIGHLIGHTS: * Major updates and improvements to numerous chapters, including shading, ray tracing, physics-based rendering, math, and sampling * Updated coverage of existing topics * The absorption and reworking of several chapters to create a more natural flow to the book

The fifth edition of Fundamentals of Computer Graphics continues to provide an outstanding and comprehensive introduction to basic computer graphic technology and theory. It retains an informal and intuitive style while improving precision, consistency, and completeness of material, allowing aspiring and experienced graphics programmers to better understand and apply foundational principles to the development of efficient code in creating film, game, or web designs.

Big Type



v měkké vazbě, 224 stran
vyd. Counter-Print, IV/2022
ISBN 9781838186579

katalog.cena cca 820 Kč vč.DPH
v této nabídce **660 Kč** vč.DPH

'Big Type' explores graphic design and identity work where the emphasis is on typography. The visual landscape in which today's designers are contributing to is very cluttered and the digital world alone is so vast, that sometimes it feels hard to make your voice heard amongst all the noise. The work on show within this book examines how designers can produce work that stands out and cuts through the noise.

It showcases a fascinating direction in graphic design, forged by a collision of technology, typography and trends which is creating new and exciting results. This book is available in blue, green or grey; books are shipped to customers at random.