



How Posters Work

By Ellen Lupton, Caitlin Condell, Gail Davidson

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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.

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Editorial Review

Review

It's a great spotlight into the history of the medium while offering fantastic and inspiration posters for creatives today. (The Editors *Tory Daily*)

Users Review

From reader reviews:

James Williamson:

The book *How Posters Work* make you feel enjoy for your spare time. You should use to make your capable a lot more increase. Book can to become your best friend when you getting anxiety or having big problem together with your subject. If you can make studying a book *How Posters Work* to be your habit, you can get much more advantages, like add your personal capable, increase your knowledge about some or all subjects. You can know everything if you like wide open and read a guide *How Posters Work*. Kinds of book are several. It means that, science e-book or encyclopedia or other folks. So , how do you think about this reserve?

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