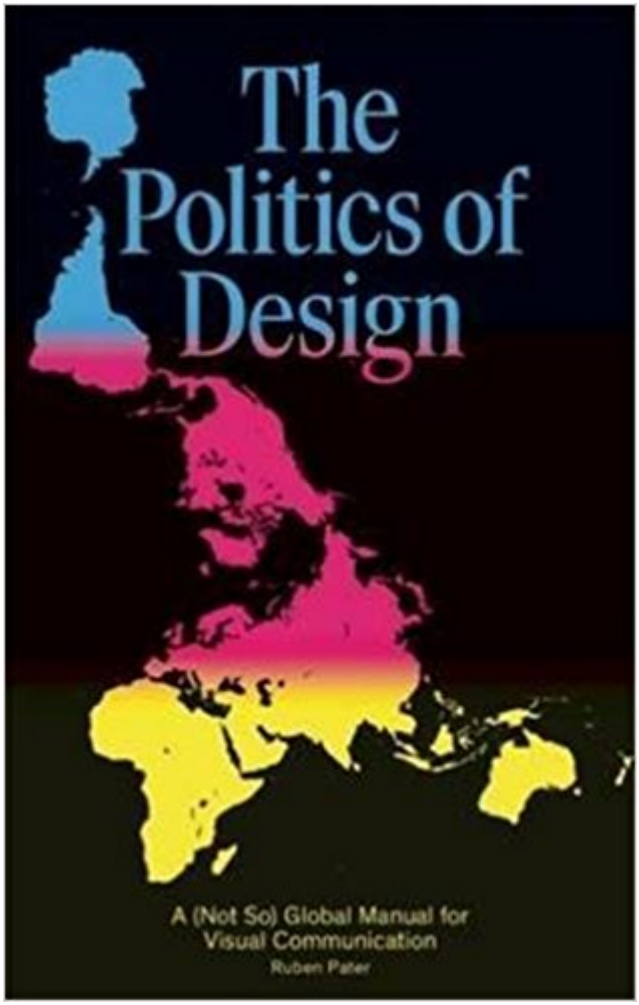
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The Politics Of Design: A (Not So) Global Manual For Visual Communication



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Synopsis

The Politics ofÃ Â Design shows the importance of visual literacy when communicating across borders and cultures. It explores the cultural meaning behind symbols, maps, photography, typography, and colors. It is a practical guide for design and communication professionals and students to create more effective and responsible visual communication.We all know the power of propaganda and how itÃ¢â ¬â„¢s always strictly related to a memory of a specific symbol, typography and colour. It has a purpose and normally remains a classic design to be parodied years later by a new generation of designers. But visual literacy is still a strong weapon nowadays, itÃ¢â ¬â„¢s all about context. This book can be used as a manual filled with realities alerts a designer should be aware so that he doesnÃ¢â ¬â„¢t end up in misconceptions of cultural differences and actually make this asymmetries work in his favour. It will result in a stronger, fundamental response to the inevitability of being partial when dealing with images in the midst of globalization. Misinformation and the terrible consequences it may cause, may it be on purpose or not, is always a piece of vital information away. This is the right book to fill that void, to build bridges between different perspectives on the meaning behind some characters, images and even the order and position they are presented in.

Book Information

Paperback: 160 pages
Publisher: BIS Publishers (July 19, 2016)
Language: English
ISBN-10: 9063694229
ISBN-13: 978-9063694227
Product Dimensions: 4.4 x 0.6 x 6.9 inches
Shipping Weight: 8 ounces (View shipping rates and policies)
Average Customer Review: 5.0 out of 5 stars 7 customer reviews
Best Sellers Rank: #33,699 in Books (See Top 100 in Books) #4 inÃ Â Books > Arts & Photography > Other Media > Prints #7 inÃ Â Books > Arts & Photography > Business of Art #72 inÃ Â Books > Arts & Photography > History & Criticism > Criticism

Customer Reviews

"ItÃ¢â ¬â„¢s the kind of literature that should be handed out to all students on their first days at art school, along with all the Albers, Berger, Benjamin, and Sontag that form the backbone of the design curriculum—an up-to-date assessment of the landscape through which all modern

visual practitioners must navigate."- AIGA.com"Author Ruben Pater, an Amsterdam-based designer and researcher, uses ideas from anthropology and sociology in creating a surprising and educational insight in contemporary visual communication."- New Design Magazine“The book draws attention to the fact that every design decision automatically has a political dimension, and that communication professionals need to take this on board. Design, after all, “cannot be disconnected from the values and assumptions in which it was created, from the ideologies behind itÃ¢â ¬Â•, which makes this “(not so) global manualÃ¢â ¬Â• a valuable aid, both for creators and consumers, to understanding design in the context of its easily overlooked political meaning – and to ensuring we deal with that context more responsibly in the future.Ã¢â ¬Â•- Form Magazine Germany"Ruben PaterÃ¢â ¬â„¢s unpacking of the politics that underscores most design is a 21st Century companion to Quentin Fiore and Marshall McLuhanÃ¢â ¬â„¢s The Medium Is The Message and War and Peace In The Global Village."- Steven Heller"This anthropological and sociological look—covering all or many of the consequences of everyday design activity—is a philosophic-visual study thatÃ¢â ¬â„¢s just about everything I want in a 21st-century design text. And that itÃ¢â ¬â„¢s also compact enough to fit in the pocket with my new iPhone 6s is a nice bonus."- Printmag.com"The Politics of Design should be put into the hands of everyone working in communication design. And also probably in the hands of everyone else since none of us can elude the work of designers. I canÃ¢â ¬â„¢t remember the last time i had such an entertaining, witty and informative publication to review."- WeMakeMoneyNotArt.com"This little masterpiece really hit the sweet spot for me. It is a perfectly designed and beautiful manual for visual communication. Every page shows that an incredible amount of thought has been put into the book."- Hans de Zwart"This brilliantly written manual unveils politics in pop-culture, decodes our privileged position and shows how design inevitable becomes propaganda of our cultural limitations. Ruben Pater did a magnificent job in showing on one side a broad range of often witty examples of how our graphic language evolved over time and space, and influences our way of perceiving the world around us, at the same time he is able to contextualize the examples with a razor sharp focus, allowing the reader to decode itÃ¢â ¬â„¢s own perception. This book is an absolute must-read for every designer."- Annelys de Vet"ItÃ¢â ¬â„¢s the kind of literature that should be handed out to all students on their first days at art school, along with all the Albers, Berger, Benjamin, and Sontag that form the backbone of the design curriculumÃ¢â ¬â ¢an up-to-date assessment of the landscape through which all modern visual practitioners must navigate."- AIGA.com "Author Ruben Pater, an Amsterdam-based designer and researcher, uses ideas from anthropology and sociology in creating a surprising and educational insight in contemporary visual communication."- New

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The Politics of Design explores the cultural and political context of the typography, colours, photography, symbols, and information graphics that we use every day.Designers, communication specialists, and image-makers possess the power to shape visual communication, and with that power comes great responsibility. Are we as creative professionals really aware of the political meaning and impact of our work in today’s network society?This book examines cultural contexts and stereotypes with visual examples from around the world. It demonstrates that communication

tools are never neutral, and encourages its users to rethink global cultural understanding. Additional works by contemporary artists and designers show that political awareness does not limit creativity, but opens up new explorations for a critical visual culture.

I loved this book and I've been interested in the topic since it was first mentioned by another author I really like. It's not very dense, I could have easily read the whole thing in one sitting. It has a lot of pictures and talks about controversial design from a variety of case studies. I like how he took something that could have easily been boring and academic, and made it into a fun read.

Excellent book, I would recommend to anyone looking for a brief introduction to many interesting topics of conversation. Well put together and included accessible language.

This engaging book starts a new conversation about graphic design. The global perspective turns around your assumptions. This is a great book for students. Every designer should read it!

Smart and simple

Yay Love it

An incredibly eye opening book and must read for anyone who makes things. Makes you deeply consider the implications of every design choice on the population interpreting or being exposed to your design. Very practical and useful book for anyone designing or making something for anyone other than themselves. Each section had footnotes and references for further reading.

Outstanding primer on contemporary design issues from a global perspective. Recommended highly, and very readable even for those without a formal design background.

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