

The book was found

# Min: The New Simplicity In Graphic Design



## Synopsis

An inspiring visual survey of the resurgence of minimalism in contemporary graphic design. Minimalism has informed some of the greatest graphic design in the history of the art form. It gave us the Helvetica font and decluttered web design, and it allowed graphic designers to focus with renewed diligence on the relationship between form and function. Today's resurgence in minimalist graphic design as creators move away from the ornate, decorative patterns that have saturated our visual culture for the past decade calls for a closer look at the movement in its new, contemporary context. *Min* showcases around 150 outstanding minimalist designers working across a wide range of formats and media from independent magazines and album cover designs to corporate identity and branding. Three sections—“Reduction,” “Geometry,” and “Production”—define key approaches to minimalism in its visual forms. Each section presents a range of contemporary works, all produced in the past three years. These are accompanied by exclusive interviews with leading practitioners and proponents of minimalist design (Jessica Svendsen, Made Thought, Eric Hu, and others) that offer an in-depth look at their creative processes. Finally, essays tracing the evolution of minimalism in graphic design allow for a useful comparison of the first wave of minimalism in the 1960s to its renascent form today. 500 color illustrations.

## Book Information

Paperback: 288 pages

Publisher: Thames & Hudson; 1 edition (May 3, 2016)

Language: English

ISBN-10: 0500292191

ISBN-13: 978-0500292198

Product Dimensions: 7.7 x 1 x 9.9 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 5 customer reviews

Best Sellers Rank: #326,967 in Books (See Top 100 in Books) #142 in [Books > Arts &](#)

[Photography > Decorative Arts & Design > Design History & Criticism](#) #165 in [Books > Arts &](#)

[Photography > Graphic Design > Typography](#) #1029 in [Books > Arts & Photography > Graphic Design > Techniques](#)

## Customer Reviews

“In the light of today’s information overkill, a highly inspiring book that helps to clear the air for the essential.” - Lurzer’s International Archive

Stuart Tolley is an art director and the author of Collector’s Edition: Innovative Packaging and Graphics.

Lot’s of awesome curated works. Very inspiring for my own work and just to think about in an abstract way.

great design book and love it!

There is a beauty in minimalistic designs.

Beautiful design book.

Very interesting and very well presented.

[Download to continue reading...](#)

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Min: The New Simplicity in Graphic Design The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Shapes: Geometric Forms in Graphic Design (Graphic Design Elements) Graphic Design School: The Principles and Practice of Graphic Design Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) Tapping: Learn EFT in 5 Min - The Effective Tapping Solution for Anxiety, Addictions, Weight Loss & Wealth by Using the Tapping Therapy The Chakra Secret: What Your Body Is Telling You, a min-e-book Â Osteoporosis Natural Cures: Proven Self-Care Guide & Diet That Really Work (Top Rated 30-min Series) Millicent Min, Girl Genius The Cuisinart Griddler Cookbook: Simply Delicious Indoor Grill Meals in 15 Min (Full Color) (Indoor Grill

Recipes) (Volume 1) PIANO TRIO OP. 15 G MIN (Edition Eulenburg) EASY CONCERTOS AND CONCERTINOS FOR VIOLIN AND PIANO CONCERTINO IN A MIN OP.21 (1 3 POS) The Cuisinart Griddler Cookbook: 100 Simply Delicious Indoor Grill Meals in 15 Min (For the Cuisinart Griddler and other indoor grills) (Indoor Grilling Series) Al-Ghazali's Path to Sufism: His Deliverance from Error (al-Munqidh min al-Dalal) Psoriasis Natural Cures: Proven Self-Care Guide & Diet That Really Work (Top Rated 30-min Series) Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)