



The Graphic Artist and His Design Problems

By Josef Müller-Brockmann

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In this book, Josef Müller-Brockmann intends to show the nature and meaning of the design elements of typography, drawing, photography in advertising. An important visual tool that will give open-minded designers a worthwhile survey of the fundamental problems of design. Also, for educators, it illustrates the practical results of a systematic method of teaching. A long-awaited re-release of the original edition.

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