

Photo Graphics (Poster Collection) (German and English Edition)



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Das wirkungsvolle Zusammenspiel von Fotografie, Grafik und Typografie markiert den Beginn modernen Grafikdesigns. Beleuchtet werden acht ausgewählte Positionen, die in der Auseinandersetzung mit der Tradition - aber auch in bewusster Abgrenzung davon - fruchtbare Neuinterpretationen leisten. Ein klares Raster und die Verwendung von Schwarz-Weiss-Fotografie verweisen bei manchen Gestaltern noch auf konstruktivistische Vorbilder, sie beleben diese jedoch mit neuer Sinnlichkeit und Poesie. In jüngeren Arbeiten hingegen wird Fotografie in innovativer, erfindungsreicher Weise als visuelles Gestaltungsmittel eingesetzt. Ungewöhnliche Bildausschnitte sowie eine auffallende Farbigkeit widersetzen sich dem ordnenden Auge ebenso wie eine verspielte oder ungelenke Typografie. Spannungsvolle Bild-Textmixturen werden zum Ausdruck zeitgenössischer Tendenzen.

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