No More Rules: Graphic Design and Postmodernism (Mini)

By Rick Poynor

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Each of the book's key themes—origins, deconstruction, appropriation, technology, authorship, and opposition—is illuminated by stunning examples of work that has changed the way in which designers and their audiences think about graphic communication.

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Editorial Review

From **Booklist**
As twenty-first-century design concerns seem to center increasingly on the depiction as well as the use of technology, this new graphic design book, copiously illustrated and thoughtfully written, provides a comprehensive overview of modernism as applied to American graphics and a look at the explosion of creativity ushered in via digital design.

No more rules screams the title in a font reminiscent of De Stijl-ist Germanic modernism as design critic Poynor explains the changes in graphic work both before and after new electronic technologies took hold in the 1990s, with emphasis on the unleashing of creative energies occasioned by computer-assisted design. The last two decades of the twentieth century saw many of the old, tried, and true rules of graphic design abandoned as the idiosyncratic and self-expressive took precedence. Poynor, who founded *Eye*, an international design journal, provides good overviews of graphics development and issues in the electronic age, including the digital revolution's impact on "fontography" and discussion of appropriation, the visual equivalent of musical sampling. *Whitney Scott*
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About the Author
Rick Poynor founded *Eye* magazine in 1990, edited it for seven years and is now its resident columnist. He writes about design, media, and visual culture for *Blueprint*, *Frieze*, *Adbusters*, *The Guardian,* and many other publications. His other books published by Laurence King include *Typographica* and *Communicate*.

Users Review

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