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Philip B. Meggs charted new territory in the field of graphic design history. His authoritative survey A History of Graphic Design was the first attempt at creating a definitive and linear history of the graphic design profession, charting its progress from the marks found in the caves of Lascaux to experimentation with digital media in the late 1990s.

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Andy Altmann graduated in graphic design from the Royal College of Art in 1987 and almost immediately formed the multi-disciplinary

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Philip B. Meggs, a scholar of graphic and advertising design who wrote the first full history of the field, from the time of Gutenberg to the postmodern era, died on Nov. 24 in Richmond, Va.

~~Philip B. Meggs, 60, Educator And Historian of Graphic Design~~

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A spread by Josef Müller-Brockmann the book it is from is called Grid Systems in Graphic Design, the book explains how multicolumn and field-based grids can be used in many ways to achieve any number of different layouts, in both 2-D and 3-D work(A brief history of Grids, 2008c).

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Philip Baxter Meggs (30 May 1942 – 24 November 2002) was an American graphic designer, professor, historian and author of books on graphic design. His book History of Graphic Design is a definitive, standard read for the study of graphic design. He has been called the most important historian of design since Nikolaus Pevsner (1902-1983).

~~Philip B. Meggs – Wikipedia~~

Meggs' history of graphic design by Philip B. Meggs, 2012, John Wiley & Sons edition, in English - 5th ed.

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Graphic design ' s best-known historian and a beloved educator, Philip B. Meggs's authoritative survey, A History of Graphic Design , was

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the first attempt at creating a definitive and linear history of the graphic design profession, charting its progress from the marks found in the caves of Lascaux to experimentation with digital media in the late 1990s.

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