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History of the Poster

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History of the Poster, co-written by Josef and Shizuko Muller-Brockmann, is a landmark account of one of the most prolific visual traditions of our culture. Originally published in 1971, this seminal study is clearly written and richly illustrated. Now reprinted by Phaidon Press, History of the Poster is an essential read for anyone intrigued by this most modern medium. The book presents an exhaustive collection of posters, ranging from the end of the nineteenth century until the early seventies, when the book was published for the first time. Conceived, written and designed by one of the best and most influential poster designers of the twentieth century, the book defines the nature of a poster and indicates the laws of designing it. Muller-Brockmann defines and describes four fundamental conceptions of the poster, approaching the function-type of each and presenting an array of methods used to capture the attention of the viewer. guides us through the formation and evolution of style, emphasis and connotation in poster design. This reprint

has not tampered with the original edition's design or layout and stays true to Muller-Brockmann's original concept.