DESTINATION AS COMMUNICATION



CONTENTS

	List of ittustrations	X
	Acknowledgements	Xi
1	INTRODUCTION	1
	Introduction	1
	Who is this book for?	5
	What is this book about?	6
	Chapter outlines	7
2	GRAPHIC DESIGN AND COMMUNICATION	9
	Introduction	9
	What is graphic design?	10
	The functions of graphic design	13
	Information	14
	Persuasion	15
	Decoration	15
	Magic	15
	Metalinguistic and phatic functions	16
	What is communication?	18
	Communication theory	20
	Semiology	24
	Signs and codes	26
	Conclusion	28
	Further reading	29
3	MEANING: WORDS AND IMAGES	30
	Introduction	30
	Types of signs	33
	Meaning: denotation and connotation	35
	Meaning: layout	38
	Meaning: anchorage and relay	45
	Foucault and graphic design	49
	Metaphor/metonymy/synechdoche	50

	Conclusion	55
	Further reading	55
4	SOCIAL, CULTURAL AND ECONOMIC FUNCTIONS	57
	Introduction	57
	The relation to society and culture	57
	Society	59
	Social functions	61
	Culture	66
	Cultural functions	68
	Childhood	68
	Gender	72
	The relation to economics	75
	Consumption	77
	Anti-consumption	77
	Conclusion	80
	Further reading	80
5	AUDIENCES AND MARKETS	82
	Introduction	82
	Target practice	83
	Ethnicity/race	85
	Age	92
	Gender	104
	Conclusion	108
	Further reading	109
6	MODERNISM	111
	Introduction	111
	What is modernism?	111
	Modernism and graphic design	113
	European modernism	120
	American modernism	129
	Conclusion	134
	Further reading	135
7	POSTMODERNISM AND GLOBALISATION	137
	Introduction	137
	What is postmodernism?	138
	Postmodernism and graphic design	142
	What is globalisation?	151
	Globalisation and graphic design	153
	Conclusion	160
	Further reading	161

-8	GRAPHIC DESIGN AND ART	162
	Introduction	162
	Art, graphic design and meaning	163
	The artist and the designer	164
	Cultural significance	165
	Expression and individuality	167
	Creativity and problem-solving	169
	Function	172
	Aura	175
	Conclusion	178
	Further reading	178
9	CONCLUSION	179
	Bibliography	184
	Index	192