

# Graphic design impact on fashion

[Art & Culture](#), [Artists](#)



Graphic Design Impact on Fashion. here Guity Novin. " A History of Design"  
<http://guity-novin.blogspot.com/2005/05/chapter-34-graphic-designers-in-fashion.html>

The blog discusses how graphic designers are involved with the various aspects shaping the industry of fashion. They develop illustrations which are made use of by many fashion houses as their source for creativity. These designers in fashion represent their values while at the same time influencing expectations. Their designs are used in commercials, garments, shoes, flyers and apparels to communicate fashion. This blog also showcases art works from prominent fashion designers thus is a must read for any fashion lover as well as aspiring designers.

Gerda, Breuer. " Women in Graphic Design 1890-2012." Edited by Julia Meer, 2012.

The Book answers important questions such as whether women create differently as compare to men, how gender debates are taken in the modern work environment and whether women in the modern workplace are judged based on quality of their work. It features sentiments from historians of design as well as biographies and stories of major women designers like Iris Utikal, Sheila Levrant Irma Boom among others. It surely shows how powerful a tool, graphic design can be in shaping fashion and culture as well as values.

Jay, Hess and Simone Pasztorek. " Graphic Design for Fashion." Lawrence King Publishers, 2010.

The authors of this book take a look at the way graphic design has helped

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shape fashion. It has selections of the world best studios for design, their work and contribution to the to fashion industry's growth. The book also contains insights from designers and customers about the industries direction. The crucial developments of graphic design in the bigger area of fashion are well articulated and the reader can really appreciate what design is doing to fashion. It is an appropriate book for upcoming designers, fusionists as well as fashion lovers as has a lot of fascinating and exciting information.

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Lacey. E. " Contemporary Ceramic design for Meaningful Interaction and Emotional Durability: A Case Study." International Journal of Design: 2009, 3(2), 87-92 . [http://www.ijdesign.org/ojs/index.](http://www.ijdesign.org/ojs/index.php/IJDesign/article/view/571/263)

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The paper examines ceramic designs and their importance particularly to the homes and buildings. It looks at their impact to fashion as well as their commercial usage and communication. A lot of value is attached to artwork which goes beyond monetary value and this is what the designer aims at bringing out. It is a good and informative one as it dwells on a very important topic of graphic design and impact on fashion in home-ware.

Malcolm, Barnard. " Graphic Design as Communication." London: Routledge, 2013.

The author of this book looks at graphic design as a way to communicate our culture and fashions. Designs are utilized to pass across message in many ways such as commercial advertisements, art as well as reminding of a people's culture. It is important to note the manner in which the two sexes

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are portrayed in the advertisements; traditionally women were seen to belong to the homestead while men mostly featured in non-domestic settings. This seems to change with time as both sexes now are carried equally in advertisements hence the woman has been more empowered. It is appropriate as it looks also at the plight of women in the field of design and fashion.

Rick Poynor. “ No More Rules: Graphic Design and Postmodernism.” Yale University Press, 2003.

Rick looks developments in the graphic design industry in the recent years. It is a way of communicating which cannot be ignored as it serves in passing across a lot of information. He notes that designers are have relooked their roles and are employing new approaches to their work. He looks at themes in the field such as punk, American wave, deconstructionist theories as well as technological changes and their effects. He uses examples that have the thinking of designers and their target audience as well as the powerful influence of graphic design to design.