



# No More Rules: Graphic Design and Postmodernism (Mini)

*Rick Poyner*

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The last thirty-five years have seen profound upheavals in the field of graphic communication. One by one, the old certainties about the techniques and purposes of graphic design have been questioned and torn apart. Jettisoning rules that no longer seemed relevant in the postmodern era, designers and typographers have reassessed their roles and forged experimental new approaches. *No More Rules* is the first wide-ranging critical survey to attempt to make sense of these international developments.

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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