

Teme concurs 26 ianuarie 2018
Pozitia 10 din statul de functii DESIGN

1. Steriotipie si tendinte in designul grafic

2. Imaginea identitara in confluenta cu istoria si contemporaneitatea

3. Cultura urbana si limbajul sau vizual

- **John Berger**, *Ways of seeing*' BBC and Penguin Books London 1973
- **ed. By Dennis P. Doordan**, *Design History – an Anthology*, The Mit Press, Cambridge Massachusetts, London , 1995
- **Douglas-Kellner** *Post Modernism, Feminism and Cultural Politics* /State University of .NY, 1991
- **Stuard Ewen**, *All Consuming Images - The Politics of Style in Contemporary Culture-* Basic Books, Inc., 1988
- **Steven Heller and Karen Pomeroy**, *Design Literacy- undestanding Graphic design*, Allworth Press, New York, 1997
- **Hugh Aldersey Williams**, *New American Design* Rizzoli, N.York, 1989,
- **Ed. By Rick Poynor**, *Communicate - Independent British Graphic Design since the sixties*, Barbican Art Gallery, Laurence King Publishing, 2005
- **Rob Carter, Philip B. Meggs, Ben Day, Sandra Maxa, Mark Sanders**, *Typographic Design: Form and communication*, ed.6, John Wiley and Sons, Hoboken, New Jersey, 2015
- **Frutiger Adrian**, *Signs and Symbols. Their Design and Meaning*, Watson – Guptill Publications, New York, 1998
- **Rudolf Koch**, *The Book of Signs*, 493 symbols used from earliest times to the middle ages by primitive people and early christians, Dover Publications Inc. New York, 1955
- **ARNHEIM, Rudolf**, *Arta și percepția vizuală*, Ed. Meridiane, București, 1979
- **ARNHEIM, Rudolf**, *Forța centrului vizual*, Ed. Meridiane, București, 1995
- **SEDLMAYR, Hans**, *Pierderea măsurii*, Ed. Meridiane, București, 2001
- *Comunicarea construiește realitatea. Andrei Codoban la 60 de ani*, Idea Design & Print Editură, Cluj, 2009
- **Ed Annink, Max Bruinsma** –*Lovely language words divide images unite*, Veenman Publishers, Rotterdam, 2008
- **Wally OLINS** *Corporate Identity*, Thames and Hudson, 1996 ISBN 0-500-27808-3
- **THE IMAGE OF A COMPANY** ,*Architecture Design and Technology* Press London, 1990, ISBN 1-85454-404-7
- **Huygen FREDERIQUE** *British Design-Image and Identity*
- **Murray EDELMAN** *Politica si utilizarea simbolurilor*, 1999 ed. Polirom , ISBN 973-683-365-8
- **THE BEST OF BRITISH** Corporate Design * ed. E.Booth Clibborn 745.44941
- **Designing identity-GRAPHIC design as a business strategy**, ed. Rockport, ISBN 1-56496-388-8