

The Age of Information

Graphic Design in the Global Village

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Key Terms *(in order of appearance; the first page number of their appearance is listed)*

Visual/verbal syntax, page 390

"The new advertising," page 391

Figurative typography, page 391

Phototypography, page 392

Typogram, page 393

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Key People and Their Major Contributions

(in order of appearance; the first page number of their appearance is listed)

Paul Rand (1914–1996), page 374, (Figs. 19-1 through 19-7)

Bill Bernbach (1911–1982), page 375

Alvin Lustig (1915–1955), page 375, (Figs. 19-8 through 19-13)

Alex Steinweiss (b. 1916), page 377, (Fig. 19-14)

Bradbury Thompson (1911–1995), page 377, (Figs. 19-15 through 19-18)

Saul Bass (1919–1996), page 378, (Figs. 19-19 through Fig. 19-21)

George Tscherny (b. 1924), page 381, (Figs. 19-23 and 19-24)

Robert Brownjohn (1925–1970), page 381

Ivan Chermayeff (b. 1932), page 381

Thomas H. Geismar (b. 1931), page 381

Brownjohn, Chermayeff, and Geismar, page 381, (Figs. 19-25 through 19-27)

Norman Ives (1923–1978), page 383

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Leo Lionni (1910–1999), page 383, (Fig. 19-32)

Alexander Liberman (1912–1999), page 383

Cipe Pineles (1910–1991), page 383, (Fig. 19-31)

Otto Storch (b. 1913), page 384, (Figs. 19-33 through 19-36)

Henry Wolf (b. 1925), page 385, (Figs. 19-37 through 19-40)

Peter Palazzo (1926–2005), page 387, (Figs. 19-42 and 19-41)

Dugald Stermer (b. 1936), page 388, (Fig. 19-43)

Bea Feitler (1938–1982), page 388, (Fig. 19-44)

Michael Salisbury (b. 1941), page 389, (Figs. 19-45 and 19-46)

Doyle Dane Bernbach Agency, page 389, (Figs. 19-47 through 19-50)

Bob Gage (b. 1919–2000), page 389

Phyllis Robinson (b. 1921), page 389

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Gene Frederico (1919–1999), page 391, (Fig. 19-53)

Edward Rondthaler (b. 1905), page 393

John Alcorn (1935–1992), page 393, (Fig. 19-55)

Herb Lubalin (1918–1981), page 393, (Figs. 19-56 through 19-70)

Aaron Burns (1922–1991), page 396

International Typeface Corporation (ITC), (Figs. 19-68 through 19-70)

George Lois (b. 1931), page 397, (Figs. 19-71 through 19-73)
