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# The Vignelli Canon



## **Synopsis**

The famous Italian designer Massimo Vignelli allows us a glimpse of his understanding of good design in this book, its rules and criteria. He uses numerous examples to convey applications in practice - from product design via signaletics and graphic design to Corporate Design. By doing this he is making an important manual available to young designers that in its clarity both in terms of subject matter and visually is entirely committed to Vignelli's modern design.

## **Book Information**

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## **Customer Reviews**

Massimo Vignelli studied architecture in Milan, emigrated to the USA in 1961, co- founded UNIMARK in 1965. He works as a designer in the areas of graphic and corporate identity programs, publication designs, architectural graphics, and exhibition, interior, furniture, and consumer product designs for many leading American and European companies and institutions. With Lella Vignelli, he established the offices of Vignelli Associates in 1971.

One more example of how printed books are superior to their e-counterparts.

Buy the book, work hard at design, be a better designer.

Fantastic book! If you want to become a better designer, this book is for you.

This is a hidden gem for me. I recently discovered it and am so glad I did. This book is like the basic rule book foundation for design. I think that everyone touching the adobe suite should be forced to read this first. It reduces everything in design to it's simplest and most elegant form. From this foundation, beauty can be created. Must read.

If you are into design and you like structure as far as grids, this is the designer you should seek.

Incredible book written to show some of Vignelli's style and approach. I would suggest that adopting this approach is extremely challenging--it's something Vignelli felt from within, so I've struggled mightily to incorporate it in my daily design work. But the book is frank, simple, and straight forward.

A must read for designers in any design discipline. Massimo Vignelli is a legendary designer that inspired so many upcoming young designers including myself. Definitely worth the purchase!

The Vignelli's, husband and wife, have been and remain brilliant forces in the world of perception, graphical study, and communication in our world. This inner office publication is an apt window into their world.

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