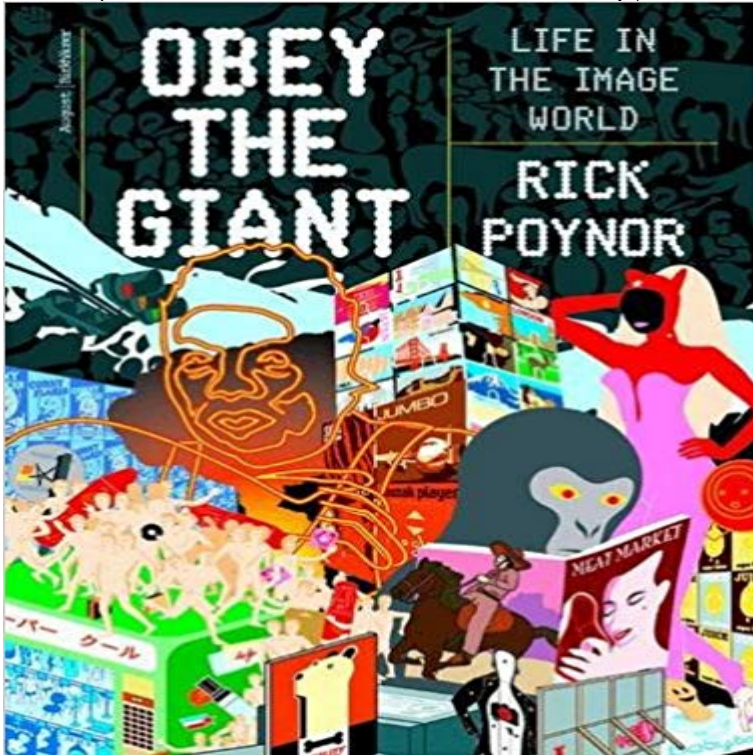


Obey the Giant: Life in the Image World



Design critic Rick Poynor explores the thinking behind contemporary visual culture - intriguing and fascinating appraisal. In the twenty-first century, commerce and culture are ever more closely entwined. This new collection of essays by design critic Rick Poynor takes a searching look at visual culture to discover the reality beneath the ultra-seductive surfaces. Poynor explores the thinking behind the emerging resistance to commercial rhetoric among designers, and offers critical insights into the changing dialogue between advertising and design. Other essays address the topics of visual journalism; brands as religion; the new solipsism; graphic memes; the pleasures of imperfect design; and the poverty of cool. Around the world, many are now waking up to the dominance of huge corporations - invariably expressed by visual means. This pointed and provocative counterblast arrives at a moment when critical responses are vital if this mono-culture is to be challenged. It offers inspirational evidence of alternative ways of engaging with design, and it will appeal to any reader with a questioning interest in design, advertising, cultural studies, media studies, and the visual arts.

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