

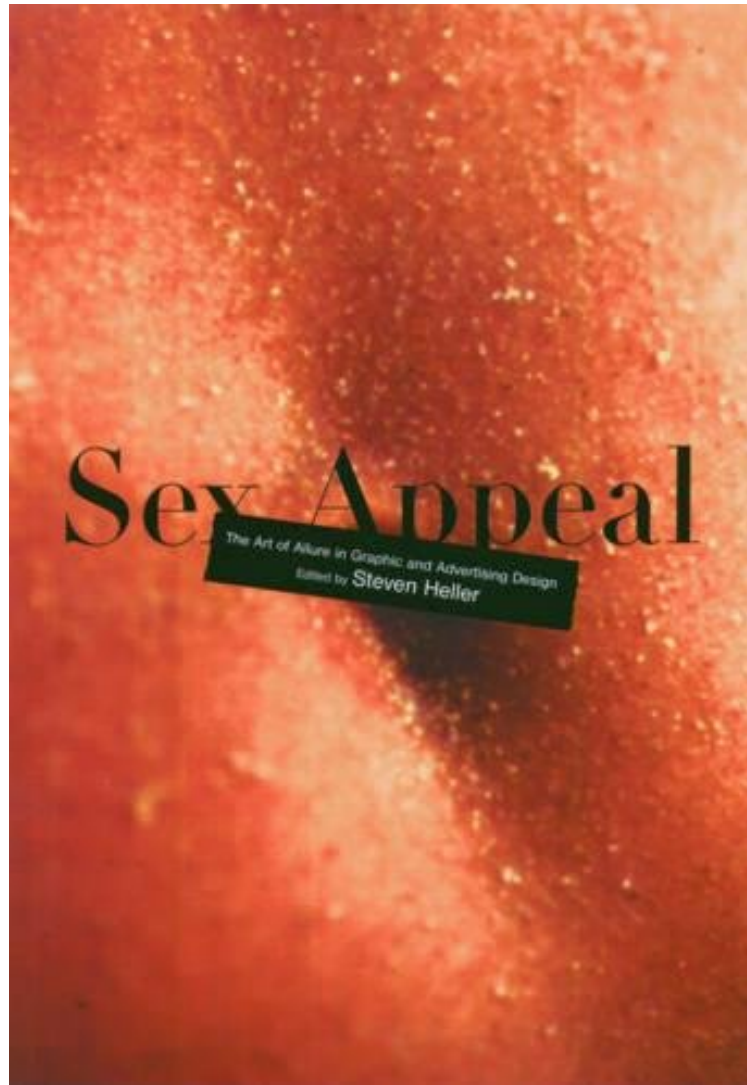
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[Ebook free] Sex Appeal: The Art of Allure in Graphic and Advertising Design

Sex Appeal: The Art of Allure in Graphic and Advertising Design

From Brand: Allworth Press : Sex Appeal: The Art of Allure in Graphic and Advertising Design before purchasing it in order to gage whether or not it would be worth my time, and all praised Sex Appeal: The Art of Allure in Graphic and Advertising Design:

1 of 1 people found the following review helpful. Slightly interesting, mostly fluff. By I. Nevas Not worth the time, though I did end up speed reading through the whole thing, just to be sure. Someone recommended this book as a source of education for making sexually appealing art. It is not very helpful for that. It gives some names of artists who were good at that and interesting fashion campaigns and discussions about how different fonts can be sexual and other random things. It is composed of essays by a bunch of different people. There was some interesting information. But it kind of felt like the author, who has published hundreds of books, was just cr@ping out another one, without care for

quality. If you're looking for an education, you will sadly have to look elsewhere. If you are looking for somewhat interesting analysis of sex as used in advertising, typesetting, and media in general, this is a dated, but OK book. My advice from future me to past me would be to skip it. 5 of 7 people found the following review helpful. When Sex Sells It Sells Very Well! By M. Erbschloe Heller has done a superb job exploring the emergence of super-sexy figures and the ultra-erotic images used in modern advertising. The average grocery store-sold magazine of today has more sex in it than any male magazine sold during the 1960s or 1970s. Why? Because people love sex and they love sexual images. The allure of sexual advertising has become a fixture in the weaving of personal and societal fantasy. And this is one of the reasons why sex is such an effective selling and marketing tool. Heller illuminates the forces behind the drive and explores the mystery behind why sex sells so well. 7 of 12 people found the following review helpful. A BOOK FOR IDIOTS! By A Customer What a terrible disappointment it was to read this book. The secrets of sex as a tool in advertising and design are talked about in this so-called exploration of erotic and exotic media. The want to be interviews with what they call leading figures in mainstream marketing tries to focus on sex and innuendo, but from a very bad point of view. They bring in pornography of Calvin Klein ads, graphic and advertising design from music, art, film, packaging, and publishing. SO WHAT! What are they really trying to get across, only an idiot will know. I thought this book was stupid, shallow and totally senseless. I DO NOT recommend it to anyone.

In this first book to seriously examine the use and/or abuse of sex and innuendo in the mass media, interviews with leading figures in mainstream marketing focus on sex and innuendo, from the so-called satiric pornography of Calvin Klein ads and the muscle men and women hawking Evian water, to the sensual allure used in graphic and advertising design in music, art, film, packaging, and publishing.

About the Author Steven Heller is co-chair of the MFA Design: Designer as Author program at the School of Visual Arts, New York. His many previous books include *Typographic Universe*, *New Modernist Type*, and *Scripts*.