

THE

CONTEMPORARY ARTS

MUSEUM OF HOUSTON

CONTEMPORARY ARTS MUSEUM HOUSTON

book by celeste mouledoux

Graphic Design-Now in Production

Graphic design gives shape to thousands of artifacts we encounter each day—from posters, magazines, and books to film titles, Web sites, and digital interfaces. Graphic designers employ words, images, and a vast array of materials and processes to produce the visual messages that surround us.

Graphic Design-Now in Production focuses on recent innovations in the way designers work. Over the past fifteen years, graphic design has expanded from a specialized profession to a broadly understood practice and a widely deployed tool. Embracing this shift, many designers have become producers, utilizing their skills as authors, publishers, instigators, and entrepreneurs.

Presented in partnership with the Contemporary Arts Museum Houston, *Graphic Design- Now in Production* shows how contemporary designers are broadening the field by generating new tools, methods, vocabularies, and content.



CONTEMPORARY ARTS MUSEUM HOUSTON

Located in Houston's Museum District

5216 Montrose Boulevard

Houston, TX 77006

Tel 713 284 8250

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MUSEUM HOURS

Tuesday 10 AM - 7PM

Wednesday 10AM - 7PM

Thursday 10AM – 9PM

Friday 10AM – 7PM

Saturday 10AM – 6PM

Sunday 12PM – 6PM

ADMISSION

Free

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Storefront design refers to application of design concepts to sellable goods. No longer satisfied with merely creating packaging for existing merchandise or the brand behind the product, many graphic designers are using their skills, experience, and energy to conceive of sellable goods of their own. This growing marketplace of designer-created products includes wall paper, T-shirts, tote bags, notebooks, and gift wrap as well as such offbeat merchandise as custom

birdhouses, tools, and hand-painted chairs. Graphic design has become decor in wall coverings produced by Knoll, Maharam, and Potok, whose products range from hand-printed papers to customized, digitally printed murals.



