

[Download free pdf] Design for Impact

Design for Impact

Eric Ericson, Anders Kristar

**Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



READ ONLINE

#4181370 in Books 2002-10-07Original language:EnglishPDF # 1 #File Name: 1856692922176 pages | File size: 45.Mb

Eric Ericson, Anders Kristar : Design for Impact before purchasing it in order to gage whether or not it would be worth my time, and all praised Design for Impact:

0 of 0 people found the following review helpful. YOU'LL FIND A COPY IN THE SEAT POUCH AHEAD OF YOUBy Rebel EdI started collecting airline safety cards when I was five years old. This book is...fair...but the layout has a bit more "art" than safety cards. You could be a bit disappointed, but if you can find a copy at a fair price, it's a fair collection of airline safety cards. Yes, even from back in the day when airliners didn't even have oxygen masks.0 of 0 people found the following review helpful. Recommended.By CustomerJust as described. Fast Shipping.Good Price.0 of 0 people found the following review helpful. Five StarsBy Linda DMy son who loves and collects safety

cards enjoyed this book

Design for Impact is the first book to look at the development and design of airline safety cards, from the first cards in the 1930s through to the present day. At the beginning of civil transport aviation, there were no safety cards on planes: the number of passengers was very small and safety research was not very developed. As planes became bigger, crash analysis reports showed that it was necessary to explain to passengers what to do in case of emergency. During the 1960s, more complete safety measures were explained in separate safety booklets, then during the 1970s, cards became increasingly precise and efficient, and smaller airlines began to adopt them. Nowadays, every airline provides safety cards and their design is constantly evolving as new attempts are made to express safety information in an ever more comprehensible way.

About the Author Anders Krisar studied graphic design in Stockholm and London, graduating in 1992. Eric Ericson studied at the Beckmans School of Design, Stockholm, then worked for Alm Co. in Stockholm from 1991-2. Both have worked for Saatchi and Saatchi, Copenhagen; Hallstedt Hvid, Stockholm; SE annonsbyra, Stockholm and Young Rubicam, New York.