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A decorative style of art, popular in Europe and America from the 1880s to the 1930s. This style is usually characterized by embracing the organic flowing lines, flat shapes, and vines and flowers.

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Philip B. Meggs charted new territory in the field of graphic

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design history. His authoritative survey A History of Graphic Design was the first attempt at creating a definitive and linear history of the graphic design profession, charting its progress from the marks found in the caves of Lascaux to experimentation with digital media in the late 1990s.

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Philip Baxter Meggs (30 May 1942 – 24 November 2002) was an American graphic designer, professor, historian and author of books on graphic design. His book History of Graphic Design is a definitive, standard read for the study of graphic design. He has been called the most important historian of design since Nikolaus Pevsner (1902-1983).

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