



Design in Airline Travel Posters 1920-1970

A Semiology and Sociocultural History

By David Scott

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Explores the way airline travel posters 1920–1970 combine information and fantasy to create seductive images/texts

“The book offers a true semiological analysis of the lithographic poster, explaining its importance and specificity in relation to the photographic poster. According to Scott, the travel poster combines factual elements and fantasy but is also inseparable from an aesthetic dimension which must combine clarity (of the message) while being pleasing to the eye. The book also offers a sociocultural perspective that allows following the evolution of tourism and air travel.” —Jean-Xavier Ridon, Professor of French and Francophone Studies, Faculty of Arts, University of Nottingham, United Kingdom

Design in Airline Travel Posters 1920–1970 offers an original insight into the structure of travel advertisements and the way recurrent motifs adapt to changing times and functions. It is both a semiology and a sociocultural history that explores the way advertising posters combine information and fantasy to create seductive image/texts. The book is lavishly illustrated in colour, the images constituting an essential part of the overall argument.

Contents

List of Figures; Introduction; 1. Fact and Fantasy: Reading and Misreading the Poster Image; 2. People, Places and Planes: Destinations and Itineraries; 3. Looking Out and Looking Up: Framing Devices and Indexical Signs; 4. Indigenous Peoples; 5. Glamour and Sex Appeal: Designing Desire; Conclusion: The Decline of the Airline Travel Poster; References; Index.

About the Author

David Scott is internationally known both for his writing on travel and on the semiotics of graphic design, with books on travel texts, the postage stamp and the poster. He has also written books on the aesthetics and cultures of boxing and is the author of three works of fiction.

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