clay tablets, its most primitive antecedent, to the sudden arrival of electronic books, which has marked a new step in its evolution. This transfer is not alien to Illustration and Graphic Design as disciplines participating in the visual conformation of this cultural object. Nowadays, as a consequence of the coexistence of the printed format and the digital one, most title pages of electronic books are influenced by its paper-based forerunner. However, as it has been mentioned, the very idiomaticity of the digital format is quite different from that of the printed book. Indubitably, specific graphic proposals will have to be designed, to suit this type of book. Currently Visual Communication practitioners are researching the possibilities of adapting the title page to the digital environment, in experiments with moving images, sound, interactivity, etc. All these are factors that can determine the aesthetic, communicative capacities of such surface. Thanks to experimentation in the digital field, the keys to the gateway to those books yet to come are in the hands of illustrators and designers. This study has been carried out thanks to a Pre-FUD Grant for Formation and Continuing Education of Researching Personnel, awarded to José Antonio Marisol Mellado by the Department of Education, Universities and Research of the Basque Government.

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The following article focuses on the origins, development and impact of a limited edition of posters designed by Mark Brooks as part of a visual identity project for a retail-clothing company based in Barcelona. It is comprised by a series of images in black and white, based upon the simplification of photographic portraits of well-known people, real or fictional that were reproduced using a unique, labour-intensive halftone pattern, which was hand-made through the repetition of a star-shaped module.

About the author

Mark Brooks is a graphic designer and art director born in Barcelona, that works both in his home city and in New York. Born to a Spanish mother and an American father, he acknowledges the influence of both European and North American cultures. He is an alert designer who pays meticulous attention to detail in his work. His projects go from maximum simplicity and synthesis of shapes2 to the virtuoso approach that is permitted Mark Brooks for a visual identity project commissioned by a Barcelona-based retail-clothing company, San-tamania. It features a series of black and white designs which recreate through a singular and laborious modular pattern photographic portraits of real and fictional people.

Mark Brooks / portrait / halftone pattern / poster / corporate identity

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Malcolm X: As Told to Alex Haley.

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gregueria: ramon gomez de la serna, illustration, author, metaphor
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