Citing the Phaidon Archive of Graphic Design

The Phaidon Archive of Graphic Design is a wonderful learning tool on the subjects of graphic design, advertising, book arts and other forms of printed press. It archives over 1000 examples of design from the Gutenberg bible to the present. Each item includes reprints of specific images, with accompanying related images, as well as contextualized articles on the pieces. Because the images were created by designers and the accompanying articles were written by contemporary experts in the field, authors that wish to cite the archive may need to create multiple bibliographic records for the same card: one for the image, and another for the article, when both are used. Here are some examples.

CITING THE IMAGES

MLA

Note: The “2tr” means the reverse side(2) and then top (t) right(r), image. If the user is citing the image on the front of the cards, they would just use a number 1 to indicate the front side image. This system is indicated on the back inside cover page of “Picture Credits.”


APA


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CITING THE ARTICLES

Note: Use the guiding principles of an Article or Chapter in an edited book. Authors are listed alphabetically on the inside cover of the index and NOT on the individual pages of the archive. Users must locate author names according to the ID number listed on the back of each piece/page they will use.

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