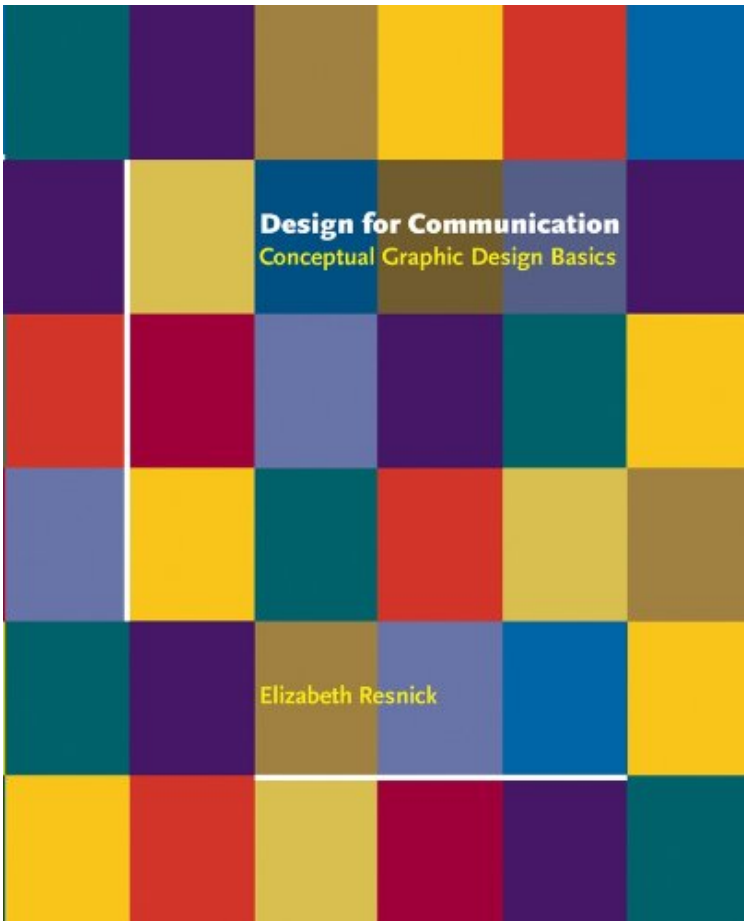


[Mobile book] File size: 31.Mb

# Design for Communication: Conceptual Graphic Design Basics



*Par Elizabeth Resnick*

*\*Download PDF | ePub | DOC | audiobook | ebooks*

Dtails sur le produit Rang parmi les ventes : #1102053 dans eBooksPubli le: 2009-10-19Sorti le: 2009-10-19Format: Ebook Kindle

[Mobile book] Design for Communication: Conceptual Graphic Design Basics

**Par Elizabeth Resnick : Design for Communication: Conceptual Graphic Design Basics** before purchasing it in order to gage whether or not it would be worth my time, and all praised Design for Communication: Conceptual Graphic Design Basics:

Download

Read Online

## Description :

Prsentation de l'diteurComplete coverage of basic design principles illustrated by student examples Design for Communication offers a unique approach to mastering the basic design principles, conceptual problem-solving methods, and critical-thinking skills that distinguish graphic designers from desktop technicians. This book presents forty-two basic to advanced graphic design and typography assignments collaboratively written by college educators to teach the fundamental processes, concepts, and techniques through hands-on applications. Each assignment is illustrated with actual student solutions, and each includes a process narrative and an educator's critical analysis revealing the reasoning behind the creative strategies employed by each individual student solution. Assignments are organized from basic to advanced within six sections: \* The elements and principles of design \* Typography as image \* Creative word play \* Word and image \* Grid and visual hierarchy \* Visual advocacy Design for Communication is a highly visual resource of instruction, information, ideas, and inspiration for students and professionals.Prsentation de l'diteurComplete coverage of basic design principles illustrated by student examples Design for Communication offers a

unique approach to mastering the basic design principles, conceptual problem-solving methods, and critical-thinking skills that distinguish graphic designers from desktop technicians. This book presents forty-two basic to advanced graphic design and typography assignments collaboratively written by college educators to teach the fundamental processes, concepts, and techniques through hands-on applications. Each assignment is illustrated with actual student solutions, and each includes a process narrative and an educator's critical analysis revealing the reasoning behind the creative strategies employed by each individual student solution.

Assignments are organized from basic to advanced within six sections: \* The elements and principles of design \* Typography as image \* Creative word play \* Word and image \* Grid and visual hierarchy \* Visual advocacy Design for Communication is a highly visual resource of instruction, information, ideas, and inspiration for students and professionals. Complete coverage of basic design principles illustrated by student examples Design for Communication offers a unique approach to mastering the basic design principles, conceptual problemsolving methods, and criticalthinking skills that distinguish graphic designers from desktop technicians. This book presents fortytwo basic to advanced graphic design and typography assignments collaboratively written by college educators to teach the fundamental processes, concepts, and techniques through handson applications. Each assignment is illustrated with actual student solutions, and each includes a process narrative and an educators critical analysis revealing the reasoning behind the creative strategies employed by each individual student solution. Assignments are organized from basic to advanced within six sections: The elements and principles of design Typography as image Creative word play Word and image Grid and visual hierarchy Visual advocacy Design for Communication is a highly visual resource of instruction, information, ideas, and inspiration for students and professionals.