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Designed to prepare students for success in graphic design, the third edition of EXPLORING THE ELEMENTS OF DESIGN has been completely updated to reflect the very latest in graphic design concepts and contemporary design work. With its straightforward approach and dynamic examples, this richly illustrated full-color text offers clear explanations of the

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Third Edition principles, award-winning examples of professional work, and diagrams that clearly show how these principles operate in successful design solutions. Offering a practical and visual introduction to the world of graphic design, this text provides students with detailed coverage of design concepts, including color, imagery, creative thinking, and visual-problem solving, as well as an overview of the field of graphic design and related career options. In addition, the third edition includes all-new material on digital media, interactive design, and

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Typography to ensure that students have all the information needed to work in the ever-changing world of graphic design. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Fully updated, the third edition of *Grids for Graphic Designers* explores this important tool which is part of every designer's practice- whether it involves digital or print-based media. With over 200 illustrations plus six new interviews with design

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Third Edition practitioners such as Second Story, Brody Associates and Peter Dawson, the student is introduced to the creative use of grids in contemporary practice as well as the basic principles that underlie their effective use. Written and designed by best-selling authors Gavin Ambrose and Paul Harris, this clear and concise introduction to the use of grids in design covers all the basics and the expanded section of activities and exercises allows students to implement what they have learned.

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Research explores a range of research methods that can be used by graphic designers and visual communicators in the development of clear and purposeful design solutions. The book introduces key terms and theories that underlie design research; examining the importance of visual grammar and design literacy, audience, communication theory and semiotics. Each chapter features case studies that demonstrate how the use of research methods can form the basis of effective visual communication and design problem solving, eschewing end product analysis for a discussion of

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The way research feeds into the design process. The third edition features new case studies in each chapter, updated design exercises and a new chapter on design-led tools and information design methods, in relation to both print and on-screen design.

This updated version of Rockport's best-selling Design Elements covers all the design fundamentals, from working with grids, color application, typography, and imagery to finally how to put it all together.

GRAPHIC DESIGN BASICS

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combines design principles, history, and current technology to present students a comprehensive introduction to the field of graphic design. Keeping pace with rapid changes in the field of design, while maintaining a consistently high academic quality, the text emphasizes design structure, visual perception and digital design, with a wide range of visuals from throughout design history, as well as the latest contemporary illustrations. Each chapter provides assignments with student sample solutions and critique sections to help students apply the concepts

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and assess their work. This market leader's interwoven combination of concept, history, and practice rarely found in other graphic design texts has been enriched by integrating material specific to digital design. The accompanying Premium Website offers students bonus images, interviews with artists featured in the text, additional projects, studio techniques and research links. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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The graphic design equivalent to Strunk & White's *The Elements of Style* This book is simply the most compact and lucid handbook available outlining the basic principles of layout, typography, color usage, and space. Being a creative designer is often about coming up with unique design solutions.

Unfortunately, when the basic rules of design are ignored in an effort to be distinctive, design becomes useless. In language, a departure from the rules is only appreciated as great literature if recognition of the rules underlies the text. Graphic design is a

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"visual language," and brilliance is recognized in designers whose work seems to break all the rules, yet communicates its messages clearly. This book is a fun and accessible handbook that presents the fundamentals of design in lists, tips, brief text, and examples. Chapters include Graphic Design: What It Is; What Are They and What Do They Do?; 20 Basic Rules of Good Design; Form and Space-The Basics; Color Fundamentals; Choosing and Using Type; The World of Imagery; Putting it All Together? Essential Layout Concepts; The Right Design Choices: 20 Reminders for Working Designers; and

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