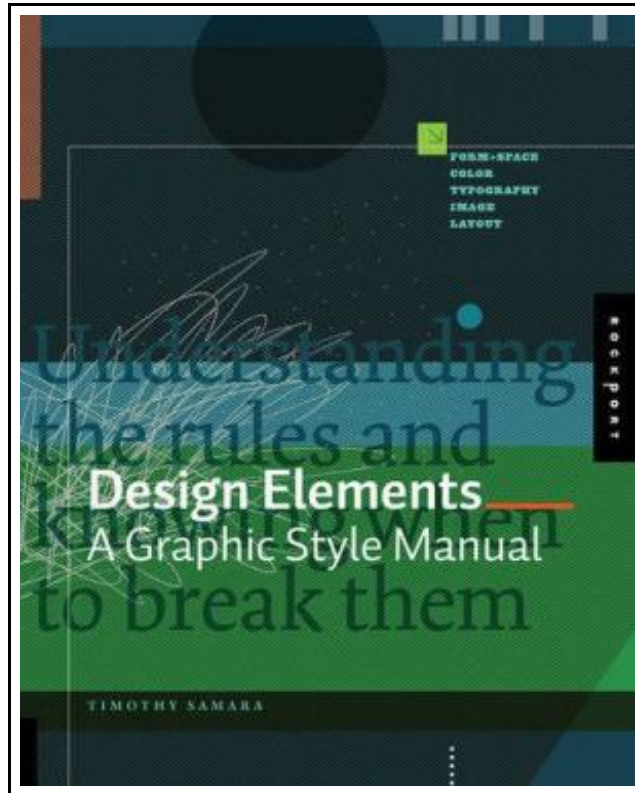


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Reviews

It is simple in study safer to understand. It can be full of knowledge and wisdom Your way of life span is going to be enhance when you full looking at this book.
(Lavina Torp)

DESIGN ELEMENTS



Rockport Publishers. Paperback. Book Condition: New. Paperback. 272 pages. The graphic design equivalent to Strunk and Whites The Elements of StyleThis 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 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 TogetherEssential Layout Concepts; The Right Design Choices: 20 Reminders for Working Designers; and Breaking the Rules: When and Why to Challenge all the Rules of this Book. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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