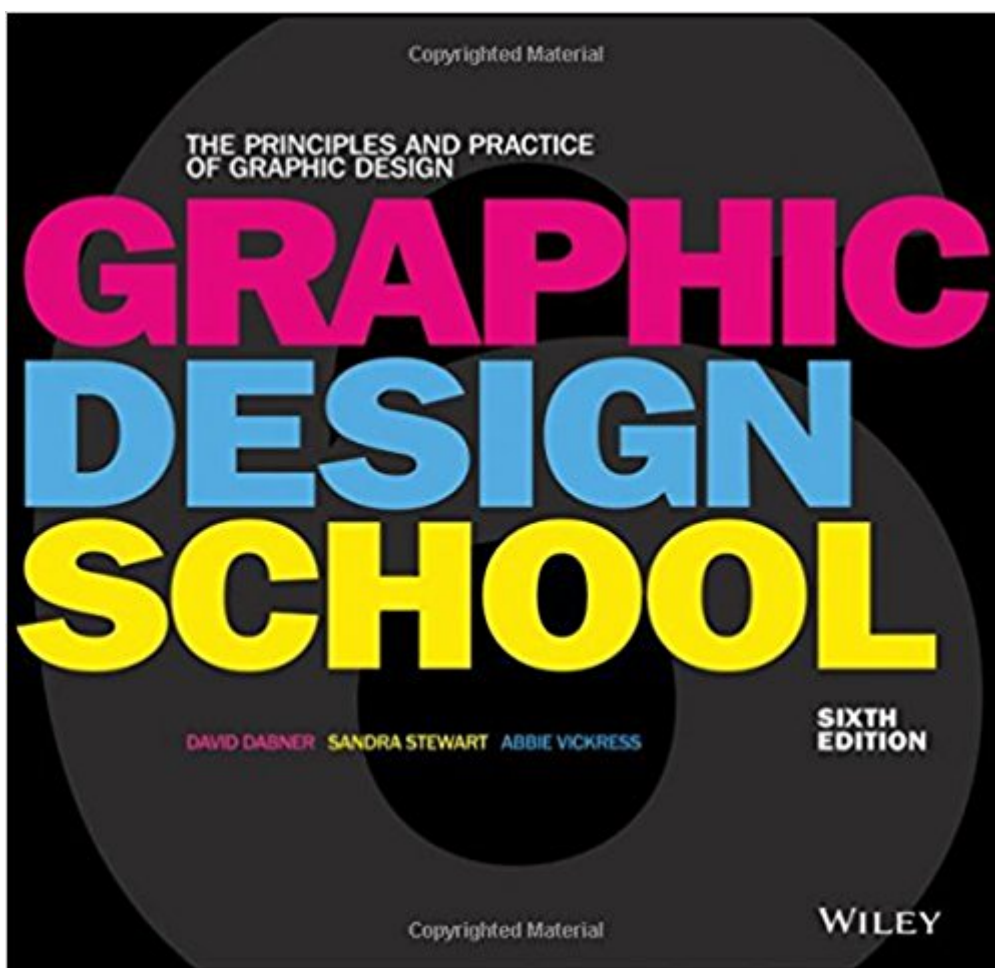The book was found

Graphic Design School: The Principles And Practice Of Graphic Design

Synopsis

The essential introduction to graphic design for the digital era Graphic Design School provides a comprehensive introduction to visual design for modern media. From the fundamentals of design to advanced techniques and problem solving, this book is packed with practical advice and tutorials for a broad range of applications in any media. This updated sixth edition features a wealth of new guidance that reflects the evolution of the field, including extensive discussion of digital design and resourcing. New discussion tackles User Experience and User Interface Design, plus the latest tools, requirements, and resources for designing for the web, mobile apps, social media, and more. Updated assignments reflect the latest graphic design processes and guide students through the transition from simple solutions to starter portfolio pieces, while full-color illustrations, case studies, and designer biographies bring real-world perspective to this complex, multi-faceted skill. As media continues to evolve, graphic designers must possess a core set of competencies that translate across all applications. This book teaches the critical concepts and essential skills that build the framework for successful, innovative design. Master the principles, elements, and tools of design Delve into typography, color, and layout for print and screen Understand coding requirements and information architecture   Design for apps, social media, mobile devices, and more Graphic design has never been a static field, and the continual honing of skills and techniques is an essential part of the job. Innovation comes from change, and today's design landscape is evolving at an ever-increasing paceÃ¢â¬â•expanding diversity in media, audience, topic, technique, tools, and more offer unprecedented opportunity to make your mark. Graphic Design School equips you with a rock-solid foundation to support whatever your talent builds.

Book Information

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Customer Reviews

Graphic Design School is a foundation course for graphic designers working in print, moving image, and digital media. Ã¢â ¬Â¢ Practical advice on all aspects of graphic design Ã¢â ¬â œ fromÃ Â understandingÃ Â the basics toÃ Â Ã Â Ã Â devisingÃ Â anÃ Â originalÃ Â concept andÃ Â creating successfulÃ Â finished designs. Ã¢â ¬Â¢ Examples are taken from all media Ã¢â ¬â œ magazines, books, newspapers,digital media, websites, and corporateÃ Â brand identities. Ã¢â ¬Â¢ Packed with exercises and tutorials for students and real-worldÃ Â graphic design briefs. This revised Fifth Edition contains specific advice on how to adapt designs to suit different projects, including information on digital imaging techniques, motion graphics, and designing for the web and small-screen applications. --This text refers to the Digital edition.

David Dabner teaches at the renowned London College of Printing. Sandra Stewart is the Associate Dean for Academics at Drexel UniversityÃ¢â ¬â„¢s Westphal College of Media Arts & Design. Eric Zempol is a Philadelphia-based graphic designer who is also an instructor at Drexel University. --This text refers to the Digital edition.

Got this book for a class in Graphic Design. Good basic knowledge for beginners. I bought the Kindle version, which if you are taking a class and professor assigns page numbers, I do not recommend because the Kindle version does not have page numbers. Go ahead and spend the extra dollars to get an actual copy. You will keep it and use it long after your class is over.

This is an essential book to study for graphic design.

Provided me with great artistic inspiration and as reference book I keep right on my desk. I haven't felt as inspired and creative since design school some 25 years ago. My studies were primarily for photogrPhy in college, but I ended up in the graphic design market sector, so this book brings me up to full speed fast on technique and creative thinking that I missed in college. It also ALWAYS a good idea to read a book by and for design students, because they keep me on my toes and open to new ideas that just didn't exist when I was in school. Better yet hire young designers right out of school, if you have the time to take them on because they have new idea on new concpets that have been game changers since I was last in college.

Great text book, and still relevant as a reference for me even a year after taking after class!

Definitive book of the basics for anyone desiring a good education in graphic design.

Good stuff!

An in-depth, informative and beautifully laid-out publication! It covers everything, has terrific summaries and tips, and will remain at my fingertips as a valued reference.

I enjoy online classes and this is a good text book for beginners.

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Graphic Design School: The Principles and Practice of Graphic Design LSAT Practice Exam Prep Book: 3 LSAT Practice Tests with Detailed Practice Question Answer Explanations for the Law School Admission Council's (LSAC) Law School Admission Test Bullying: School and Children Bullying for beginners - Guide for kids and parents - How to deal effectively with bullying at school (Children Bullying - School Bullying - School Harassment Book 1) Wayside School Boxed Set: Wayside School Gets a Little Stranger, Wayside School is Falling Down, Sideway Stories from Wayside School Chestnut's Obstetric Anesthesia: Principles and Practice: Expert Consult - Online and Print, 5e (Chestnut, Chestnut's Obstetric Anesthesia: Principles and Practice) Principles And Practice of Mechanical Ventilation, Third Edition (Tobin, Principles and Practice of Mechanical Ventilation) Principles and Practice of Psychiatric Nursing, 10e (Principles and Practice of Psychiatric Nursing (Stuart)) ASTNA Patient Transport: Principles and Practice, 4e (Air & Surface Patient Transport: Principles and Practice) ASTNA Patient Transport - E-Book: Principles and Practice (Air & Surface Patient Transport: Principles and Practice) Colposcopy: Principles and Practice, Text with DVD, 2e (Apgar,Colposcopy: Principles and Practice) DeVita, Hellman, and Rosenberg's Cancer: Principles & Practice of Oncology (Cancer Principles and Practice of Oncology) Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) "Graphic Design U.S.A., No. 16":

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