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bottles to the Jean
Georges menu, Milton
Glaser ' s logos are all
over the city. He ' s
not even thinking of
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manipulation, color
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Design Basics Index is
full of inspiration for
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those seeking to find
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Basic Elements of

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Visual Design. The basic elements that combine to create visual designs include the following: Lines connect two points and can be used to help define shapes, make divisions, and create textures.

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Graphic Design Basics
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These are the basic
elements of graphic
design. Every design
is built around them,
and in this sense, they
are prior. That's
why I've wanted to
mark this distinction

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from the start. We all know them. What 's important now is to see how, if manipulated, these elements can blossom into any of the following 10 graphic design basics. 1.

Alignment

The 10 graphic design basics to get you started ...

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how to get the most
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decoration, borders
and backgrounds you

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use within your design. Composition: Practice combining the components of a design in a visually appealing way by using the principles of placement, grouping, alignment, flow and spacing to create a pleasing, cohesive design. Concept: Utilize the intangible elements of

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theme, connotation
and style to present
and deliver your
message in a way that
will wow your clients
every time. Whether
you're a new, mid-
level or experienced
designer who is
brainstorming ideas
or finalizing your
presentation, this
handy-to-use, take-it-
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help you: Maximize
your professional
success Find new
sources of inspiration
and encouragement
Make your time at
work more
productive Uncover
the secrets of creative
fulfillment Bottom
line: Creative Sparks
will have an explosive
impact on your
designs - and your

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Graphic

Designers

How do designers get ideas? Many spend their time searching for clever

combinations of forms, fonts, and colors inside the

design annuals and monographs of other designers' work. For

those looking to challenge the cut-and-

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Graphic design mentality there are few resources that are both informative and inspirational. In *Graphic Design: The New Basics*, Ellen Lupton, best-selling author of such books as *Thinking with Type* and *Design It Yourself*, and design educator Jennifer Cole Phillips refocus

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design instruction on the study of the fundamentals of form in a critical, rigorous way informed by contemporary media, theory, and software systems

Creating effective, eye-catching designs and layouts is a matter of both inspiration and practical know-how.

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This book integrates clear explanations of the concepts behind great design with instruction in the use of the core software packages - Photoshop, Illustrator, and Indesign. It helps beginner learn the essentials of graphic design.

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"Basics" is a series about the basic disciplines of graphic design. The first installment in the series is about logos and is classified into three categories:

graphics, typography and illustration.

Basics-Logos features 2067 different logos developed by designers from

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around the world, showcasing a broad range of styles that enhance the book and make it both a compendium of visual input and a great source for inspiration.

Instructive and enlightening. Fun, too. D30 is a workout book. In addition to dozens of readily

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Applicable tips, tricks and informational tidbits, D30 contains thirty exercises designed to develop and strengthen the creative powers of graphic designers, artists and photographers in a variety of intriguing and fun ways. What will you need to begin? Not much.

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Most of the book's step-by-step projects call for setting aside an hour or two, rolling up your sleeves and grabbing art supplies that are probably already stashed somewhere in your home or studio--things like pens, drawing and watercolor paper, India ink, paint,

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scissors and glue.

Digital cameras and computers are also employed for several of the exercises but--and this should be welcome news to those readers who spend their days looking at computer monitors--the majority of the book's activities make use of traditional media to

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illuminate creative techniques and visual strategies that can be applied to media of all sorts. Thumb through the book (or look at the samples posted on JimKrauseDesign.com) and see for yourself!

Complete coverage of basic design principles illustrated

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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-

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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

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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

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principles of design *

Typography as image

* Creative word play *

Word and image *

Grid and visual

hierarchy * Visual

advocacy Design for

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of instruction,

information, ideas,

and inspiration for

students and

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creative on command.

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looming, you can't
wait for inspiration to
strike. That's where

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you'll discover

thousands of big
ideas for graphic

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