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~~Visual~~ Creating Visual Identities by Gareth

Hardy In October 2010, I was approached by the international publisher, Wiley (www.wiley.com), to write a book on logo design.

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Thompson taught graphic design at Yale

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University's School of Art from 1956 until his death in Connecticut in 1995. The New York Times Book Review said that his artistic autobiography, "The Art of Graphic Design," was a book in which "art and design are gloriously and daringly mixed", which is a good representation of his design strategy in general.

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~~Inspired Design Decisions With Bradbury
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You can find all the latest information on our brand inside the Barbican Guidelines. These are a set of online books, which are made to be flexible, shareable and searchable. There are currently four books

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being written: System: rules for working
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~~Branding and visual identity | Barbican~~

The current structure of the design team
was created in 2011 and coincides with a
major rebranding project undertaken by

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Visual. The philosophy of the team is based on the visual guidelines North created at the time.

~~Brand | Barbican Guidelines~~

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The Smashing Book #1 (eBook) is the digital version of the printed book about best practices in modern Web design. The

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Smashing Book #1 shares technical tips and best practices on coding, usability and optimization and explores how to create successful user interfaces and apply marketing principles to increase conversion rates. It also shows how to get the most out of typography, color and branding so that you end up with intuitive

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Visual and effective Web designs. And lastly, you will also get a peek behind the curtains of Smashing Magazine. TABLE OF CONTENTS - The Art And Science Of CSS Layouts - User Interface Design In Modern Applications - Web Typography: Rules, Guidelines And Common Mistakes - Usability Principles For Modern

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Smashing Story The book is written by

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Jacob Gube (SixRevisions) Dmitry Fadeev
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(COLOURlovers.com) Alessandro
Cattaneo (with co-editing by Jon Tan)
Steven Snell (VandelayDesign) David
Leggett (UXBooth) Andrew Maier
(UXBooth) Kayla Knight (regular writer

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on SM) Yves Peters (Typographica.org)
René Schmidt (system administrator of
our servers) and The Smashing Magazine
editorial team, Vitaly Friedman and Sven
Lennartz. The book was edited by Vitaly
Friedman, editor-in-chief of Smashing
Magazine.

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These eBooks are the long-awaited digital version of our bestselling printed book about best practices in modern Web design. They share valuable practical insight into design, usability and coding, provide professional advice for designing mobile applications and building successful e-commerce websites, and

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Visual explain common coding mistakes and how to avoid them. You'll explore the principles of professional design thinking and graphic design and learn how to apply psychology and game theory to create engaging user experiences.

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A revered classic of American design delights anew with the freshness and ingenuity of its approach Bradbury Thompson (1911-1995) remains one of the most admired and influential graphic designers of the twentieth century, having trained a generation of design students

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Visual while on the faculty of the Yale School of Art for more than thirty years. The art director of Mademoiselle and design director of Art News and Art News Annual in the decades after World War II, Thompson was also a distinguished designer of limited-edition books, postage stamps, rationalized alphabets, corporate

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Visual identification programs, trademarks, and sacred works (most notably the Washburn College Bible). Thompson also designed more than sixty issues of Westvaco Inspirations, a magazine that was published by the Westvaco Corporation and distributed to thousands of printers, designers, and teachers to show the range

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and versatility of printing papers.

Thompson was especially revered for his ability to adapt classic typography for the modern world. Bradbury Thompson: The Art of Graphic Design is a landmark in the history of fine bookmaking. First published by Yale University Press in 1988 and designed by Thompson himself,

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it was praised by the New York Times as a book in which "art and design are gloriously and daringly mixed." Original texts by the author and other notable designers, critics, and art historians, including J. Carter Brown, Alvin Eisenman, and Steven Heller, explore Thompson's methods and design

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philosophy, and a newly commissioned afterword by Jessica Helfand attests to the enduring importance of his work. Both a retrospective and a manifesto, the book surveys Thompson's timeless contributions to American graphic design, including his experimental work and his work in magazines, typography, books, simplified

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Visual alphabets, and contemporary postage stamps. Published for the first time in paperback, this classic text is now available for a new generation of designers and students.

Discover the techniques behind beautiful design by deconstructing designs to

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Visual understand them The term 'hacker' has been redefined to consist of anyone who has an insatiable curiosity as to how things work—and how they can try to make them better. This book is aimed at hackers of all skill levels and explains the classical principles and techniques behind beautiful designs by deconstructing those designs in

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order to understand what makes them so remarkable. Author and designer David Kadavy provides you with the framework for understanding good design and places a special emphasis on interactive mediums. You'll explore color theory, the role of proportion and geometry in design, and the relationship between medium and

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Visual form. Packed with unique reverse engineering design examples, this book inspires and encourages you to discover and create new beauty in a variety of formats. Breaks down and studies the classical principles and techniques behind the creation of beautiful design Illustrates cultural and contextual considerations in

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Visual communicating to a specific audience
Discusses why design is important, the purpose of design, the various constraints of design, and how today's fonts are designed with the screen in mind Dissects the elements of color, size, scale, proportion, medium, and form Features a unique range of examples, including the

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Visual graffiti in the ancient city of Pompeii, the lack of the color black in Monet's art, the style and sleekness of the iPhone, and more By the end of this book, you'll be able to apply the featured design principles to your own web designs, mobile apps, or other digital work.

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Have you ever struggled to complete a design project on time? Or felt that having a tight deadline stifled your capacity for maximum creativity? If so, then this book is for you. Within these pages, you'll find 80 creative challenges that will help you achieve a breadth of stronger design solutions, in various media, within any set

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Visual time period. Exercises range from creating a typeface in an hour to designing a paper robot in an afternoon to designing web pages and other interactive experiences. Each exercise includes compelling visual solutions from other designers and background stories to help you increase your capacity to innovate. Creative

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Workshop also includes useful brainstorming techniques and wisdom from some of today's top designers. By road-testing these techniques as you attempt each challenge, you'll find new and more effective ways to solve tough design problems and bring your solutions to vibrant life.

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Los Logos 8, the classic compilation and thoughtfully curated showcase of current developments in logo design, delves into the realm of an ever-evolving and always present branding component. Los Logos 8 is the authoritative reference on contemporary logo design. As with

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Visual previous editions of Gestalten's indispensable Los Logos series, this expertly curated collection is both a guide to the latest innovations and a prognostication of coming trends. This edition looks further into the ever-changing world of this vital element of branding: the logo. An inevitable task on a

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