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the principles and practice of graphic design graphic design school is a foundation course for graphic designers working in print moving image and digital media practical advice on all aspects of graphics design from understanding the basics to devising an original concept and creating successful finished designs examples are taken from all media magazines books newspapers broadcast media websites and corporate brand identity packed with exercises and tutorials for students and real world graphic design briefs this revised fourth 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 comprehensive resource for graphic designers will help you merge traditional print design skills with new technology to create imaginative informative and useful online experiences for clients and ultimately the end users the graphic designer s electronic media manual focuses on reigning in the specific skills and tools necessary for creating design projects for the web and beyond you ll also find a rich collection of sound design examples for the web from studios around the world unlike other books on web and electronic media this book is not a technical manual but a visual resource packed with real world examples of design for the web

computer technology has completely revolutionized the work of graphic designers printers and print production professionals to keep pace with these far reaching changes production for graphic designers is set firmly in the digital age this revised fourth edition embraces all the new and emerging technologies in graphics and print production comprehensibly explaining the prepress and printing processes from traditional letterpress to the latest on press ctp computer to plate digital offset and on demand colour printing it also covers new workflows and spells out the many acronyms encountered by today s designers as well as covering print it provides an authoritative guide to working in digital media particularly the internet there are also additional feature spreads on key graphic designers bruce mau paul rand chris ware and pentagram

enrich your motion graphic design work with this substantial investigation of aesthetic principles and their application to motion graphics historical reference provides context design principles serve as building blocks and an examination of method and technique inspire innovations in your own work bring your work to the next level with a command of concepts that include the language of traditional graphic design and how it can be combined with the dynamic visual language of cinema pictorial design considerations including the relationships between images and type hierarchy form and composition and how motion is orchestrated and sequenced to enhance artistic expression and conceptual impact

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