

# Grundbog For Art Directors

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continuously published since 1920 the art directors annual is the world's most widely distributed creative awards reference book and source of inspiration honoring the year's best work in design and advertising around the globe every winning entry including all cube and merit winners is reproduced in full color with complete credits the 90th edition includes the new adc designism which explores the responsibilities of creatives to drive social and political change through their work adc hybrid the 2011 adc hall of fame laureates and the adc black cube for best in show

an industry classic revised for the modern age this classic guide to winning readers for designers art directors and editors has been completely updated to be applicable to both online and print publication design because it has truths about effective visual

communication that transcend ever changing technology this book has been in continuous publication since 1974 revised with the careful attention of widely respected author and professor of graphic design alex w white editing by design fourth edition describes how both word people and design people have the same task to reveal the true core of each message as plainly and compellingly as possible it is a book vital to creators of today s online and print media readers will find ways to marry content and form helping story and design to reinforce each other and create pages that are irresistible brimming with three hundred illustrations chapters cover a wealth of design and editing matters including how to think about editing and design as a word person and a design person teamwork and collaboration for story clarity originality and inducement for the reader columns and grids for organization and consistency covers and content listings as tools for deeper reader involvement how to use type hierarchy to catch and lure readers representational and non representational imagery using color as a branding device readers will learn how editor designer collaboration can achieve maximum creative impact through the effective use of words images and space full of practical examples this book is equally for designers looking for a deeper understanding of how to design better and for writers and editors wanting to communicate more vividly with the utmost impact as well as for editorial directors and publishers seeking a competitive advantage

view the year s most innovative works in visual communication in stunning full color the winners of the art directors club annual awards are showcased here

for many design students the expectation is that they will one day reach the top of the ladder within a design studio or corporation and become an art director but what does this mean and how does a design student get there what does an art director do how is it different from being a designer how does one lead and inspire a team work with freelance designers illustrators and photographers how do they sell this work to editors department heads and clients becoming a successful art director answers all these questions for design students and professionals alike it is at once an illustrated art book a handbook on how to be creative in this exciting work environment and a guide to what to expect on entering the workplace giving practical hands on advice for both beginning and advanced students it will provide a clear picture for graphic design and illustration students of how to work with art directors and the range of industries where an art director might be employed

only the finest work in visual communication from around the world finds its way into this grand bestselling volume

the best selling international review of the year s most innovative works in visual communication this annual features in full color the winners of the toughest competition in the field the art directors club annual awards the book presents with exceptional clarity and detail the work of gold and silver medallists and distinctive merit winners in national and international advertising graphic design illustration photography and new media

this book is a highly informative highly entertaining introduction to what art direction is and what art directors do written by two of

the world's leading experts on the subject it covers the role of art director in numerous environments including magazines and newspapers advertising corporate identity museums and publishing it also provides an insight into what makes a successful art director what an art director actually does all day what makes things go right and what makes things go wrong alongside perspectives on typography illustration and photography there are case studies of successful art direction in different spheres from mcsweeney's to vier5's web design the authors have also invited pre eminent international art directors to interpret their roles in special sections of the book that they have art directed themselves the result is an impressive enlightening and often very funny diversity of perspectives and approaches clearly written including a glossary of handy art director sayings an art director test and more art direction explained at last will provide students with insights into the world of art direction and professionals with a perceptive overview of their profession

this best selling international review of the year's most innovative works in visual communication this annual features in full color the winners of the toughest competition in the field the art directors club annual awards the book presents with exceptional clarity and detail the work of gold and silver medallists and distinctive merit winners in national and international advertising graphic design interactive design interactive media photography and illustration its annual awards honor visual innovation and excellence in the communication arts

this completely updated edition of an industry classic shows a new generation of editors and designers how to make their publications

sing readers will find a treasury of practical tips for helping story and design reinforce each other and create powerful pages that are irresistible to readers brimming with hundreds of illustrations editing by design presents proven solutions to such design issues as columns and grids margins spacing captions covers and color type page symmetry and much more a must have resource for designers writers and art directors looking to give their work visual flair and a competitive edge explains sophisticated concepts insimple words and pictures a perfect desk reference for every kind of publishing medium vast audience with equal appeal to designers writers publishers teachers and students allworth press an imprint of skyhorse publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more while we don t aspire to publish a new york times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive we often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers

from the blurb imagine the wealth of talent to found in 1 000 images from 27 countries the art directors annual no 80 features the best and brightest stars in print and broadcast advertising graphic design illustration and photography the newest hall of fame laureates are included as well as outstanding student work in addition an exciting dvd rom showcasing the best new media in website interface and cd rom design can be found inside the art directors annual is an indispensable reference tool for professionals and students the newest

talent and the stars of tomorrow are presented within as well as comprehensive index of the work and a complete list of members

this annual features in full colour the winners of the toughest competition in the field the art directors club annual awards the book presents with exceptional clarity and detail the work of gold and silver medallists and distinctive merit winners in national and international advertising graphic design interactive design interactive media photography and illustration continuously published since 1920 the art directors annual is the world s most widely distributed creative awards reference book and source of inspiration honouring the year s best work in design and advertising around the globe

the annual provides the best single source of what s new and significant in the visual communications fields of print tv advertising magazine book publishing promotion film video graphic design photography and illustration

the big book of winners of the toughest competition in the field the art directors club annual awards the art directors annual is the best selling international review of the year s most successful works in visual communication print and broadcast advertising graphic design illustration packaging publishing and photography outstanding student work is presented along with the best and brightest in the professional arena the art directors annual is an indispensable resource for professionals and students a permanent visual communications exhibition a must have for everyone working in the creative and competitive fields

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