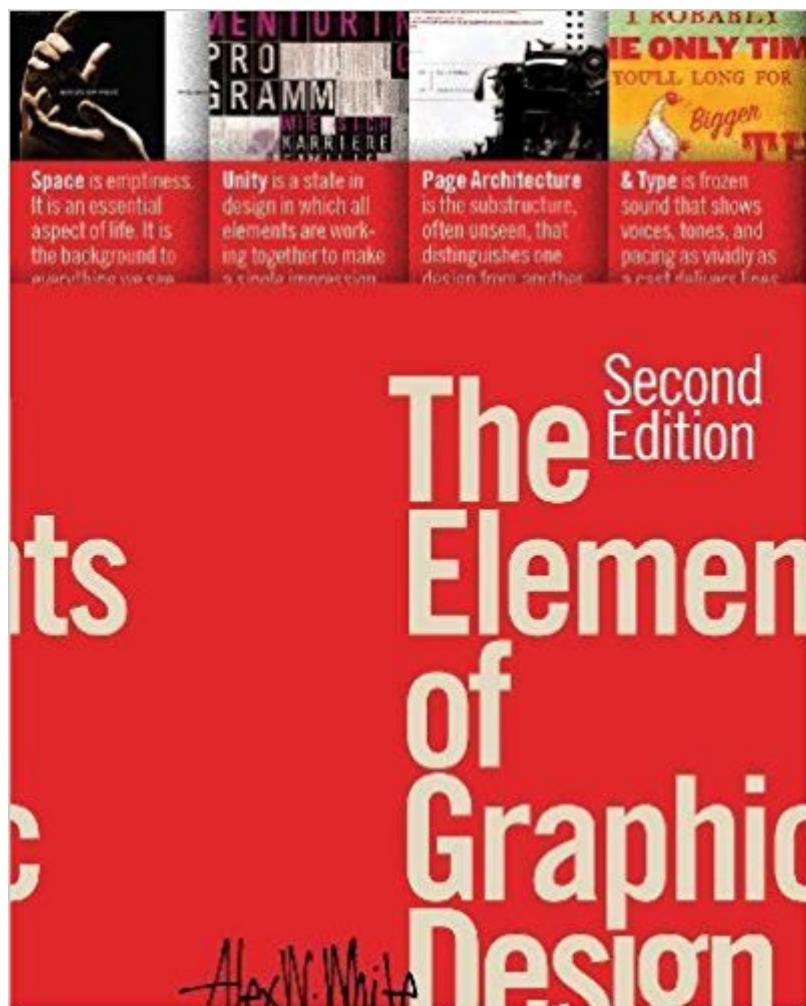


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The Elements Of Graphic Design



Synopsis

This very popular design book has been wholly revised and expanded to feature a new dimension of inspiring and counterintuitive ideas to thinking about graphic design relationships. The Elements of Graphic Design, Second Edition is now in full color in a larger, 8 x 10-inch trim size, and contains 40 percent more content and over 750 images to enhance and better clarify the concepts in this thought-provoking resource. The second edition also includes a new section on web design and new discussions of modularity, framing, motion and time, rules of randomness, and numerous quotes supported by images and biographies. This pioneering work provides designers, art directors, and students—regardless of experience—with a unique approach to successful design. Veteran designer and educator Alex. W. White has assembled a wealth of information and examples in his exploration of what makes visual design stunning and easy to read. Readers will discover White's four elements of graphic design, including how to: define and reveal dominant images, words, and concepts; use scale, color, and position to guide the viewer through levels of importance; employ white space as a significant component of design and not merely as background; and use display and text type for maximum comprehension and value to the reader. Offering a new way to think about and use the four design elements, this book is certain to inspire better design. 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.

Customer Reviews

"Student or professional, if you need the 'simple' basics - or want to get more complex basics - if you don't know the necessities of successful graphic design, - or have forgotten them in the complexity of today's overwhelming possibilities, here is the book for you. It's by a guy who has quite a track record of speaking to both." Ed Fella, AIGA medalist, former Detroit commercial artist, Professor at CalArts' graphic design program."This book explains what I try to get across to my designers: how to make all parts of a design work together. My office has a big library and this is the book I hand over when breakthroughs are needed." Matteo Bologna, CD and founder of Mucca Design, NYC"White sets

out key concepts of space, unity, page architecture, and typography for the benefit of other designers, art directors, and students. . . . A clear introduction; recommended for anyone learning or reviewing graphic design." *Library Journal* "Alex W. White provides one of the clearest and most thoughtful introductions to graphic design that I've read. This book is also one of the few to really demystify the idea and use of white space in design—a topic that at once confuses young designers and causes seasoned clients to curl their lips with disdain. Read and learn." *• Alexander Isley, Lecturer at Yale Graduate School of Art, past President of AIGA NY*

Alex W. White is the author of *The Elements of Logo Design: Design Thinking, Branding, and Making Marks*, *Listening to Type: Making Language Visible*, and *Advertising Design and Typography*. His books are used by professionals and as university texts the world over. He is chairman emeritus of the Type Directors Club and has taught graphic design and typography for thirty years at Parsons School of Design, Syracuse University, and the Hartford Art School. He is the chairman of the graduate program in design management at the Shintaro Akatsu School of Design at the University of Bridgeport in Connecticut. He holds an MFA in Advertising from Syracuse University and a BFA in Graphic Design from Kent State University.

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