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Guide to Graphic Design, Books a la Carte Edition

By Scott W Santoro

Pearson, 2013. Loose-leaf. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Learn to Conceptualize, Create, and Communicate in Graphic Design An exciting first edition, Guide to Graphic Design helps readers learn the mechanisms used to convey information, integrate ideas into full concepts, but most importantly, to think like a graphic designer. Scott W. Santoro focuses on the principle that design is a layered and evolving profession. The text highlights step-by-step design processes and illustrates how to build good work habits. Creations from top design firms and design school programs are presented in each chapter engaging readers through the book. Designers have contributed short essays on their work style, their studio habits, and their inspirations. Each designer, showing a passion for design and communication, offers a new perspective and approach to possible working methods. MyArtsLab is an integral part of the Santoro, program. Key learning applications include, Closer Look tours, 12 Designer Profile videos and Writing About Art. BRIEF TABLE OF CONTENTS: Preface. Virtual Crit Wall, Dear Reader and Features. Chapter 1 About Graphic Design. Chapter 2 A Brief History of...



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