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designers apply them to the challenge of visual communication. As such, graphic designers frequently focus on using these two-dimensional basics with great efficiency; making the most of a few visual elements at any given time—as opposed to layering many National Visual Art Standards VA:Re.7.1.Ia: Hypothesize ways in which art influences

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*Page 10/26*

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If you want the lowdown on all the graphic design basics, you've come to the right place because we're going to cover them all.

Let's take a look at what you need to know to make all of your designs rock: Learn the 8 graphic design basics — • Space • Balance • Hierarchy • Lines and Shape • Color • Typography • Texture ...

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You will learn the basics of 2D CAD drafting, enabling you to accurately set out your design proposals. By the end of the course you will be able to create your own architectural plans, sections and elevations, whether it be for architectural, interior, theatre, engineering, or product design.

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Andy Evans is a motion designer based in London with over seven years' experience creating content for broadcast, live events and social, collaborating with the likes of BBC, Rolls Royce and Tesco. A master of the motion design collage, his work mashes up photography and illustration, 2D and 3D, to brilliant effect.

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Revised and updated, this compelling collection of essays, interviews, and course syllabi is the ideal tool to help teachers and students keep up in the rapidly changing field of graphic design.

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Top designers and educators talk theory, offer proposals, discuss a wide range of educational concerns—such as theory versus practice, art versus commerce, and classicism versus postmodernism—and consider topics such as emerging markets, shifts in conventions, global impact, and social innovation. Building on the foundation of the original book, the new essays address how graphic design has changed into an information-presenting, data-visualization, and storytelling field rooted in art and technology. The forward-thinking course syllabi are designed for the increasingly specialized needs of undergraduate and graduate students. Personal anecdotes from these designers about their own educations, their mentors, and their students make this an entertaining and illuminating idea book. The book features writing from: Lama Ajeenah, Roy R. Behrens, Andrew Blauvelt, Max Bruinsma, Chuck Byrne, Moira Cullen,

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Paula J. Curran, Louis Danziger, Liz Danzico, Meredith Davis, Sheila de Bretteville, Carla Diana, Johanna Drucker, Milton Glaser, Rob Giampietro, April Greiman, Sagi Haviv, Lorraine Justice, Jeffery Keedy, Julie Lasky, Warren Lehrer, Ellen Lupton, Victor Margolin, Andrea Marks, Katherine McCoy, Ellen McMahan, J. Abbott Miller, Sharyn O'Mara, Rick Poynor, Chris Pullman, Michael Rock, Katie Salen, Douglass Scott, Steven Skaggs, Virginia Smith, Kerri Steinberg, Gunnar Swanson, Ellen Mazur Thomson, Michael Vanderbyl, Veronique Vienne, Lorraine Wild, Richard Wilde, Judith Wilde, and Michael Worthington. 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,



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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.

## Principles of Two-Dimensional Design

What is your brand? As a designer your success depends on how you brand yourself and the service you provide. This book will help you explore, develop, distill, and determine a distinctive brand essence, differentiate yourself, and create your visual identity. Build

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Your Own Brand is a guided journal designed to help you sketch, write, design, and conceive the way you brand yourself. More than 80 prompts and exercises will help you develop your: Personal brand essence Visual identity and style Resume and elevator pitch and much more! Whether you're trying to land a new job or launch a design business, let this unique guide light the way. You'll find helpful advice, interviews, and prompts from esteemed psychologists, creative directors, brand strategists, designers, artists, and experts from a variety of disciplines. Build your own brand today!

Don't miss the new updated edition of the complete guide to the creative processes behind successful advertising design. The second edition of Advertising by Design has been developed and greatly

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expanded. Still the most comprehensive text on creative concept generation and designing for advertising, the book includes a number of features that make it an effective tool for instructors, students, or anyone interested in this field. This includes a practical approach to generating and designing creative integrated-media advertising for brands, organizations, and causes that encompasses brand-building through engagement, community building, added value, and entertainment. Fully supplemented with interviews from esteemed creative directors, along with real-world examples, Advertising by Design is both a perfect text for courses that incorporate advertising concepts and design, and a valuable reference for anyone interested in the creative side of advertising. "While the blank piece of paper is exciting, it can also be a very scary place. Robin Landa has created a valuable tool for jump-

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starting the creative process across all platforms. This book is a must-read for beginners and seasoned veterans." -- Paul Renner, EVP Group Creative Director, Arnold Worldwide, Boston "This is still the quintessential, step-by-step textbook for anyone interested in learning or teaching the fundamentals of advertising." -- Alan Rado, IADT/Harrington College of Design "The most enlightening textbook on advertising I've ever seen. A must-read for any student of the ad biz." -- Drew Neisser, CEO, Renegade "So perfect for a creative strategist, transformational world. Very few books get it right about the evolution of creative. This one does, from strategy to storytelling to multiple media solutions. And it's still all about doing beautiful work." -- Deborah Morrison, Chambers Distinguished Professor of Advertising, University of Oregon

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Many designers and photographers own the entire suite of Adobe creative products, but they manage to learn only one or two of the applications really well. This new addition to the popular Non-Designer's books from best-selling authors Robin Williams and John Tollett uses a series of individual exercises to teach image-editing tasks in Adobe Photoshop CS5.5 specifically to designers, who need to enhance their photos for use in brochures, advertising, Flickr, Facebook, websites, and so on. In this fun, full-color, straight-forward guide to Photoshop CS5.5, you'll learn: Basic photo editing, such as how to smooth out wrinkles, remove blemishes, lose a little weight, clean up dust and scratches, brighten and sharpen the image, delete people, remove or add space in the middle of a photo, and more How to further manipulate and enhance images with filters and effects How to draw and paint with

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customized brushes, and how to colorize a black-and-white image  
All about layers and how to take advantage of them How and when to use paths, layer masks, and clipping masks to increase your editing capabilities How to merge several photos into one panorama, use the Puppet Warp feature, remove lens distortion, and much more Whether you need to improve or edit your photos for your graphic design work or to upload to your Flickr or Facebook account, this book is the easiest path to mastering basic tasks in Photoshop.

Provides a step-by-step approach to understanding what causes us to look at a painting, photograph, or any 2-dimensional media and how to maintain visual interest.

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This book is an introduction to programming concepts that uses Python 3 as the target language. It follows a practical just-in-time presentation – material is given to the student when it is needed. Many examples will be based on games, because Python has become the language of choice for basic game development. Designed as a Year One textbook for introduction to programming classes or for the hobbyist who wants to learn the fundamentals of programming, the text assumes no programming experience. Features: \* Introduces programming concepts that use Python 3 \* Includes many examples based on video game development \* 4-color throughout with game demos on the companion files

Better posters mean better research. Distilling over a decade of experience from the popular Better Posters blog, Zen Faulkes will

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help you create a clear and informative conference poster that delivers maximum impact. Academics have used posters to share research for more than five decades, and tens of thousands of posters are presented at conferences every year. Despite the popularity of the format, no in-depth guide has been available on how to create and deliver compelling conference posters. From over-long titles, tiny text and swarms of logos, to bad font choices, chaotic colour schemes and blurry images – it's easy to leave viewers confused about your poster's message. The solution is *Better Posters*: a comprehensive guide to everything you need to know – from writing a title and submitting an abstract, to designing the poster and finally presenting it in the poster session. Your conference poster will be one of your first research outputs, and the poster session is your first introduction to a professional



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community. Making a great poster develops the skills to create publications, reports, outreach and teaching materials throughout your career. This book also has material for conference organizers on how to make a better poster session for their attendees.

GRAPHIC DESIGN SOLUTIONS, 6th EDITION, is the most comprehensive reference on graphic design for print and screen media. Author Robin Landa introduces principles of design and how they apply to the various graphic design disciplines, and major applications are explained and illustrated with professional work and diagrams. This text serves as a solid foundation for typographic design, advertising design and graphic design. In-depth coverage includes such topics as design principles, the design process, concept generation, branding and visual identity, design for web

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