Design for Communication: Conceptual Graphic Design Basics
Elizabeth Resnick
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DESCRIPTION

Complete coverage of basic design principles illustrated by student examples

Design for Communication offers a unique approach to mastering the basic design principles, conceptual problem-solving methods, and critical-thinking skills that distinguish graphic designers from desktop technicians.

This book presents forty-two basic to advanced graphic design and typography assignments collaboratively written by college educators to teach the fundamental processes, concepts, and techniques through hands-on applications. Each assignment is illustrated with actual student solutions, and each includes a process narrative and an educator's critical analysis revealing the reasoning behind the creative strategies employed by each individual student solution.

Assignments are organized from basic to advanced within six sections:

* The elements and principles of design
* Typography as image
* Creative word play
* Word and image
* Grid and visual hierarchy
* Visual advocacy
Design for Communication is a highly visual resource of instruction, information, ideas, and inspiration for students and professionals.

About the Author

Elizabeth Resnick is Chair of Communication Design at the Massachusetts College of Art in Boston. She also operates a design studio specializing in publication design and corporate communications.

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Features

• Written by 21 professional educators representing colleges and universities in the United States, England, Germany, Turkey and Korea.

• Offers coverage of all the basic graphic design principles in one easy-to-follow book.

• Includes fully illustrated assignments for every covered design principle.

• Offers an expanded bibliography of basic design, graphic design and typography books.

• Moves beyond the most basic design principles to apply the principles to image and type.

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