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Take a Line for a Walk

2011-06 Robin Landa Every artist and designer, student or professional, needs a journal space to play in new ways, to think with a pencil in hand, by inventing, imagining, and thinking creatively. Unlike a blank journal, Take a line for a walk is a Creativity Journal--comprised of varied prompts, cuing people to respond to whatever creative action the prompt calls for--sketch/design/conceive/write. The author collaborated with esteemed designers, artists, architects, and experts in a variety of disciplines to deliberately vary prompts, which address numerous ways of thinking and creating. Designed by internationally acclaimed, Modern Dog Design Co., this imaginative, fascinating and playful journal entices all types of students, visual arts - and non-art majors alike, to supplement in-class projects or to stimulate thinking on a summer break or after graduation, to keep creativity flowing in this unique space.

Visual Design Solutions

2015-03-31 Connie Malamed Enhance learners' interest and understanding with visual designfor instructional and information products No matter what medium you use to deliver content, if the visualdesign fails, the experience falls flat. Meaningful graphics and acompelling visual design supercharge instruction, training, andpresentations, but this isn't easy to accomplish. Now you canconquer your design fears and knowledge gaps with Visual DesignSolutions: a resource for learning professionals seeking toraise the bar on their graphics and visual design skills. Thisinformal and friendly book guides you through the process andprinciples used by professional graphic designers. It also presentscreative solutions and examples that you can start using rightaway. Anyone who envisions, designs, or creates instructional orinformational graphics will benefit from the design strategies laidout in this comprehensive resource. Written by Connie Malamed, an art educator and instructionaldesigner, this book will help you tap into your creativity, designwith intention, and produce polished work. Whereas most graphicdesign books focus on logos, packaging, and brochures, VisualDesign Solutions focuses on eLearning, presentations, andperformance support. Visual Design Solutions includespractical guidelines for making smart design choices, ways tocreate professional-looking products, and principles for successfulgraphics that facilitate learning. Ideal for instructionaldesigners, trainers, presenters, and professors who want to advancefrom haphazard to intentional design, this book will help themrealize their design potential. Gain the knowledge and confidence to design impressive,effective visuals for learning Increase learner comprehension and retention with visualstrategies offered by an expert author Serves as a reference and a resource, with a wealth of examplesfor inspiration and ideas Addresses an intimidating topic in an informal, friendlystyle In four parts, the book provides a thorough overview of thedesign process and design concepts; explores space, image, andtypography; and presents workable solutions for your mostpersistent and puzzling design problems. Get started and begincreating captivating graphics for your learners.

Design Elements, Third Edition

2020-09-07 Timothy Samara This updated version of Rockport's best-selling Design Elements covers all the design fundamentals, from working with grids, color application, typography, and imagery to finally how to put it all together.

Graphic Design Solutions

2006 Robin Landa Cutting-edge concepts, a beautifully illustrated text, and a dazzling array of award-winning design make the third edition of this standout best-seller one of the most highly acclaimed design texts in the world. Graphic Design Solutions continues to provide a clear and comprehensive introduction to graphic design and advertising design, with step-by-step visual solutions that readers can apply with confidence to their own design and advertising projects. A highly illustrative, straightforward assessment of developing winning graphic design solutions for a variety of media-including print, Web, television, and unconventional formats-helps designers think critically and creatively about their work while understanding the demands of the graphic design profession in today's world.

Visual Research

2017-07-06 Russell Bestley Packed with more than 200 colour illustrations, Visual Research explores a range of research methods that can be used by graphic designers and visual communicators in the development of clear and purposeful design solutions. The book introduces key terms and theories that underlie design research; examining the importance of visual grammar and design literacy, audience, communication theory and semiotics. Each chapter features case studies that demonstrate how the use of research methods can form the basis of effective visual communication and design problem solving, eschewing end product analysis for a discussion of the way research feeds into the design process. The third edition features new case studies in each chapter, updated design exercises and a new chapter on design-led tools and information design methods, in relation to both print and on-screen design.

Design Elements

2007-04-01 Timothy Samara The graphic design equivalent to Strunk & White's The Elements of Style This book is simply the most compact and lucid handbook available outlining the basic principles of layout, typography, color usage, and space. Being a creative designer is often about coming up with unique design solutions. Unfortunately, when the basic rules of design are ignored in an effort to be distinctive, design becomes useless. In language, a departure from the rules is only appreciated as great literature if recognition of the rules underlies the text. Graphic design is a "visual language," and brilliance is recognized in designers whose work seems to break all the rules, yet communicates its messages clearly. This book is a fun and accessible handbook that presents the fundamentals of design in lists, tips, brief text, and examples. Chapters include Graphic Design: What It Is; What Are They and What Do They Do?; 20 Basic Rules of Good Design; Form and Space-The Basics; Color Fundamentals; Choosing and Using Type; The World of Imagery; Putting it All Together?Essential Layout Concepts; The Right Design Choices: 20 Reminders for Working Designers; and Breaking the Rules: When and Why to Challenge all the Rules of this Book.

Advertising by Design

2016-11-08 Robin Landa A real-world introduction to advertising design in today's industry Advertising by Design is the most comprehensive, up-to-date guide to concept generation and design for advertising. Step-by-step instructions and expert discussion guide you through the fundamentals, as you develop the deeper understanding that connects the dots and sparks your creativity. Interviews with leading creative directors provide a glimpse into the real-world idea generation process, and case studies of successful ads allow you to dissect both the process and result to discover the keys to effective advertising. This new third edition has been thoroughly updated to reflect the industry's shift from print and TV ads to fully integrated transmedia campaigns, giving you invaluable insight into a broad range of media channels. New concepts and strategies for social media, digital media, pull marketing, creative content, and more are discussed in depth to help you tell an engaging story using every tool at your disposal. Ancillaries include PowerPoint slides and quizzes bring this book right into the classroom for a complete introduction to advertising design. Students seeking a career in advertising need the ability to generate idea-driven campaigns and adapt them for use in print, mobile, television, and social media formats. This book provides the well-rounded instruction required to succeed in the digital age. Master the fundamentals of advertising design for a range of media channels Integrate print, web, social media, and more to convey an engaging story Jumpstart your creativity with lessons from top creative directors Build your knowledge base around the reality of modern advertising Effective advertisers blend ideas, information, and entertainment in a way that reaches a range of audiences through a range of media types; this requires deep mastery of idea generation, copywriting, and graphic design. Advertising by Design helps you develop the skills and knowledge today's advertising industry demands. "With its colorful, current examples, insightful interviews and relevant and thorough content, this book is the winning text for me." (Journal of Advertising Education, Sage Journals - Spring 2017)

Graphic Design Solutions

2018-02-08 Robin Landa 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 and mobile, package design, portfolio development, social media, ad campaigns and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Graphic Design Solutions
2013-01-01 Robin Landa This best-selling text remains the most comprehensive, how-to reference on graphic design and advertising for print and interactive media, intended to serve as a foundation for a graphic design and advertising design education. Theory and applications are stressed with an instructive approach. Known for its thorough treatment of theory and major graphic design applications, this text concentrates on the integration of design principles and elements, providing hundreds of meaningful examples of historical, modern, and contemporary design and of their interaction throughout.

Drawing for Graphic Design

2012-07-01 Timothy Samara Here is a complete, comprehensive drawing reference for design students and professionals alike who want to implement drawing as a professional tool. In Drawing for Graphic Design, Timothy Samara empowers readers to add drawing to their design vocabulary, featuring case studies of commercial projects from start to finish along with a showcase of real-world projects that integrate drawing as an intrinsic part of their visual communication. Filled with original author drawings and sketches, it's a must-have reference that will benefit designers of all levels.

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