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Graphic Design: The New Basics: Second Edition, Revised And Expanded

SECOND EDITION, REVISED AND EXPANDED

GRAPHIC DESIGN THE NEW BASICS

ELLEN LUPTON AND JENNIFER COLE PHILLIPS
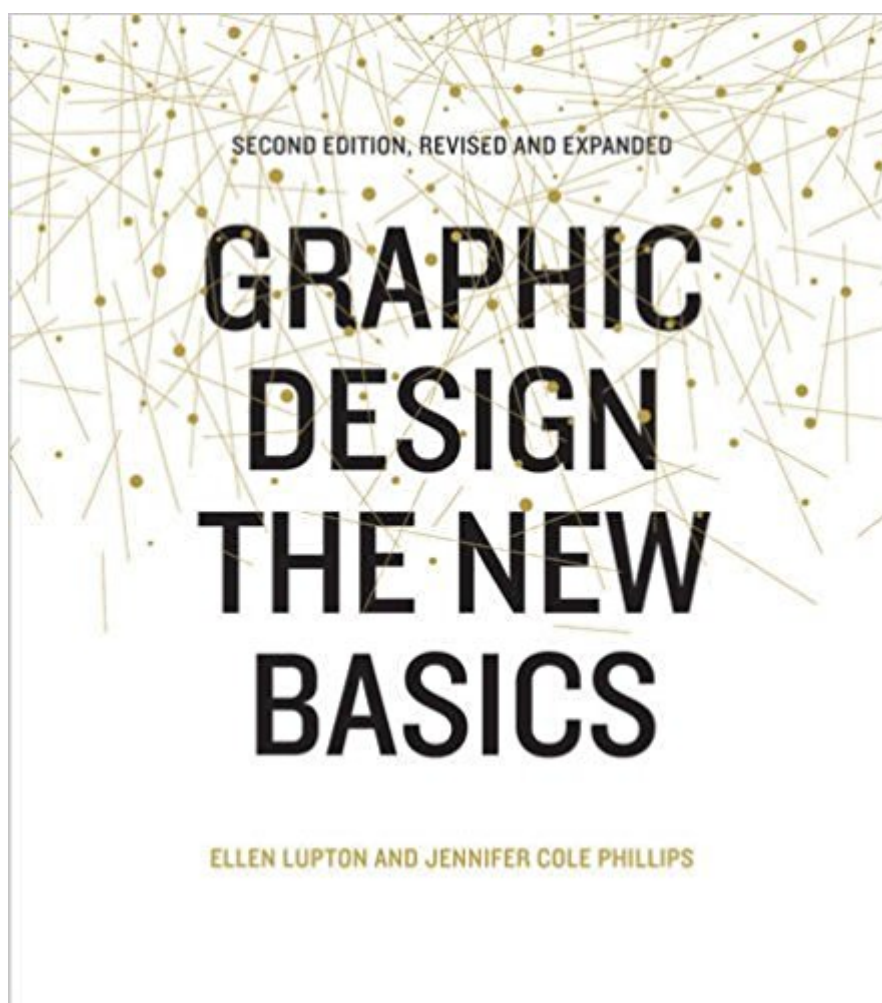
Synopsis

Our bestselling introduction to graphic design is now available in a revised and updated edition. In Graphic Design: The New Basics, bestselling author Ellen Lupton (Thinking with Type, Type on Screen) and design educator Jennifer Cole Phillips explain the key concepts of visual language that inform any work of design, from logo or letterhead to a complex website. Through visual demonstrations and concise commentary, students and professionals explore the formal elements of twodimensional design, such as point, line, plane, scale, hierarchy, layers, and transparency.This revised edition replaces sixty-four pages of the original publication with new content, including new chapters on visualizing data, typography, modes of representation, and Gestalt principles, and adds sixteen pages of new student and professional work covering such topics as working with grids and designing with color.

Book Information

Paperback: 264 pages

Publisher: Princeton Architectural Press; 2 Rev Upd edition (July 14, 2015)

Language: English

ISBN-10: 161689332X

ISBN-13: 978-1616893323

Product Dimensions: 8.2 x 0.8 x 9 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars   99 customer reviews

Best Sellers Rank: #2,717 in Books (See Top 100 in Books)   #8 in Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

"A longstanding excellent primer, in an equally excellent updated edition." -Print --This text refers to the Hardcover edition.

Ellen Lupton is the author of thirteen books with PAPress. She is senior curator of contemporary design at Cooper-Hewitt, Smithsonian Design Museum.Jennifer Cole Phillips is principal of J. Cole Phillips Design. Lupton and Phillips are directors of the Graphic Design MFA program at the Maryland Institute College of Art and the recipient of numerous awards for their work as designers and educators.

used for an indesign class. it is very interesting.

This book is a perfect foundation for a person looking to get into graphic design. It provides visual and written feedback in a perfect synthesis, although there is minor things I wish it did better.GOOD: It touches on essential graphic design principles.Whether you're a marketer or a undercover artist, this book provides a basic understanding of the graphic design field. It touches on typography, heiararchy, colors, layers and more! The introduction is engaging and sets the tone of the rest of the book, and the literature is well versed and informative without having to worry about not knowing graphic design lingo.GREAT: It provides wonderful examples that will inspire your inner artist.I like to pick up this book and look for inspiration. The art covers everything from user interface design (UI) to print design. While you may not know what your style is as a graphic design artist, this book will shed light on styles that may interest you.IMPROVEMENTS: It could go more in depth in certain areas.This book was a pleasure to read, but it was almost as if the section ended right when I wanted to dive into a topic more. That is the problem with having a book that covers the basics; It will occasionally fail to provide detailed information in certain areas. Suggesting it as an improvement does my opinion more justice rather than saying it's a downfall. This book has the basics covered.Conclusion: I don't know how many graphic design books I've been through that had horrible graphic design in them, but this book was a beautiful blend of information and visual examples. Maybe you're not an artist or maybe you are, this book will help you interpret the art you see in a world where graphic design is ubiquitous.

Shipping was great. It came within the week I ordered it. The book is so easy to read. Definitely keep this book if you're in the graphic design program. You'll refer to this book a lot when working on assignments etc.

This book is a cohesive introduction to graphic design. I am considering using it to teach my intro design classes in college. I highly recommend it to anyone interested in designing or teaching design. The only thing I would change is to add assignment ideas.

This is a very comprehensive book on design. If you are new to design this is a great book to get the basic principals. If you are a seasoned designer this give great new insights into the principals you use everyday. I found it enlighten get and struggling at the same time. It help me remember some princpals I had forgotten.Great book.

very nice work

This is a great book for beginner designers and advanced as there are a lot of examples here to think about. Good buy, totally worth the money.

product was what i expected per description

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