



Exploring the Elements of Design (Design Concepts)

Poppy Evans, Mark A. Thomas

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With the same straightforward approach and dynamic examples that made the first edition so popular, this fully revised second edition of Exploring The Elements of Design again presents the very latest in graphic design concepts side by side with some of the best contemporary design work. Created by two leading designer-educators as a very practical and very visual introduction to the art of graphic design, this richly illustrated full-color book offers clear explanations of the fundamental principles, award-winning examples of professional work, and diagrams that clearly show how these principles operate in successful design solutions. Coverage begins with primary design elements, moves on to the use of color, typography, and imagery, and concludes with an overview of the field of graphic design and related career options. The revised second edition adds new and insightful material on creative thinking, visual problem-solving, and research strategies used to pursue effective design solutions plus Web and New Media applications to reflect the most current media design trends--all designed to prepare readers for success in every aspect of the ever-changing world of graphic design.

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