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Graphic Design Solutions



Synopsis

Graphic Design Solutions is the most comprehensive, how-to reference on graphic design and typography. Covering print and interactive media, this book examines conceiving, visualizing and composing solutions to design problems, such as branding, logos, web design, posters, book covers, advertising, and more. Excellent illustrations of historical, modern and contemporary design are integrated throughout. The Fifth Edition includes expanded and updated coverage of screen media, including mobile, tablet, desktop web, and motion as well as new interviews, showcases, and case studies; new diagrams and illustrations; a broader investigation of creativity and concept generation; visualization and color; and an updated timeline. Accompanying this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Additional online-only chapters--Chapters 14 through 16--are available in PDF format on the student and instructor resource sites for this title, accessed via CengageBrain.com; search for this book, then click on the "Free Materials" tab.

Book Information

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Customer Reviews

Robin Landa holds the title of Distinguished Professor in the Michael Graves College at Kean University. She has written 23 books, including ADVERTISING BY DESIGN, 3rd Edition; NIMBLE: THINKING CREATIVELY IN THE DIGITAL AGE; BUILD YOUR OWN BRAND; DRAW!; TAKE A LINE FOR A WALK; and DESIGNING BRAND EXPERIENCES. Robin has received numerous awards and honors from such organizations as the National Society of Arts and Letters, the National League of Pen Women, Creativity and the ADCNJ. In addition to winning a Human Rights Educator

Award, Robin was lauded by the Carnegie Foundation as among the "Great Teachers of Our Time." She is a monthly contributor to HOW Design magazine and a presenter and keynote speaker at international design conferences. Robin also presents at universities, judges design competitions and is a chairperson of Design Incubation, an advocacy organization dedicated to communication design research.

I recently switched to renting my books on because they were cheaper, last semester I rented a book and it was perfect and in great condition. I ordered this with two other books Gardner's Art through the Ages: A Global History Volumes 1 & 2, overall the books are in fair condition but look as though the last person who rented it didn't care for them seeing as how they had this layer of grim like they sat in something sticky and the Graphic Design Solutions has water stains. But overall the content within is intact and untouched, which is a good thing.

good quality book and lots of great information and lessons. This is a must for new Graphic Designers.

Book rental program here seems to work as expected, was a pretty good deal. Book was mediocre.

Very pleased.

As stated in the description.

Informative and visual. I enjoyed my graphic communications class and the information this textbook had to offer. Highly recommend, not difficult to follow.

Great Graphic Design book!

We use this at school for our Graphic Design bible. Its awesome and explains in great details the history and the functions of graphic design.

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