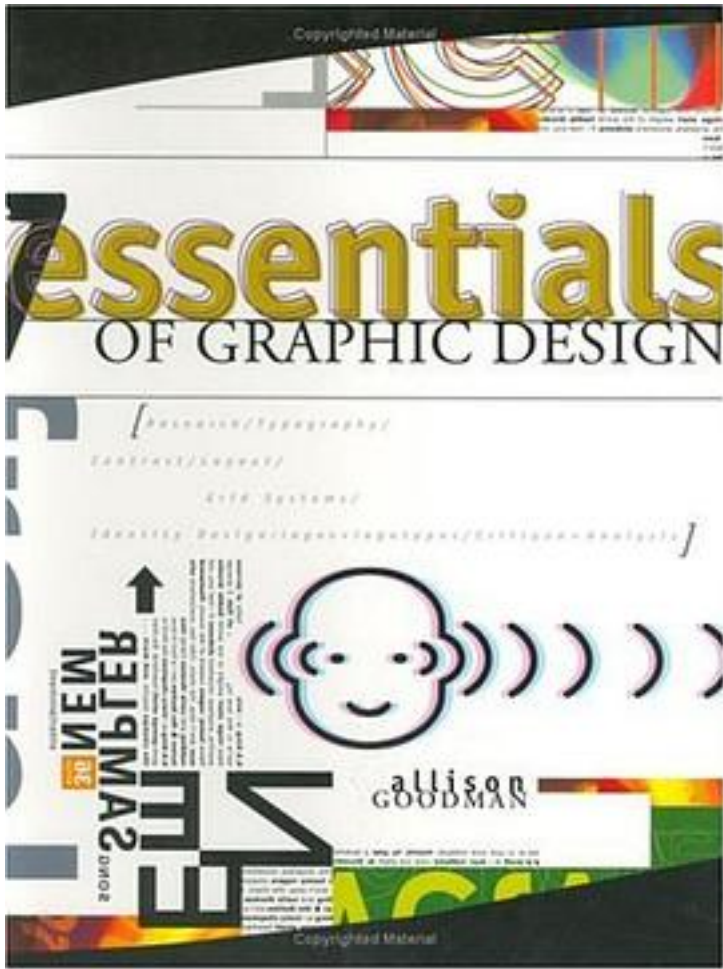


The 7 Essentials of Graphic Design



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This book is the perfect desk reference for anyone who designs or works with designers. It reduces the complexities of today's design work into seven basic

elements: Research, Typography, Contrast, Layout, Grid Systems, Identity Design and Critique & Analysis. These seven fundamentals of design are examined separately in compelling chapters that show designers how to: * Create dynamic layouts with visual tension and asymmetrical balance * Recognize and solve color problems * Use grids to design multiple pages of the same publication * Design memorable logos and logotypes Every topic is explained through an analysis of good and bad examples, anecdotes and other instruction. The closing chapter discusses how all of the elements blend together, illustrated by a gallery of inspirational design work. A must for anyone who works in visual communication.

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