

Exhibition and Display Design (Working with Type Series)



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"This breakthrough book provides the graphic design field with an impressive set of fresh possibilities," writes Print Magazine USA about this authoritative study on the use of computer-generated typography for exhibition and display design.

Teaching by example, the book includes a portfolio of today's most excellent computer-driven international work. Instructive text emphasizes the importance of mastering the fundamental principles of traditional typography in order to work effectively with new technology.

作者介绍:

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