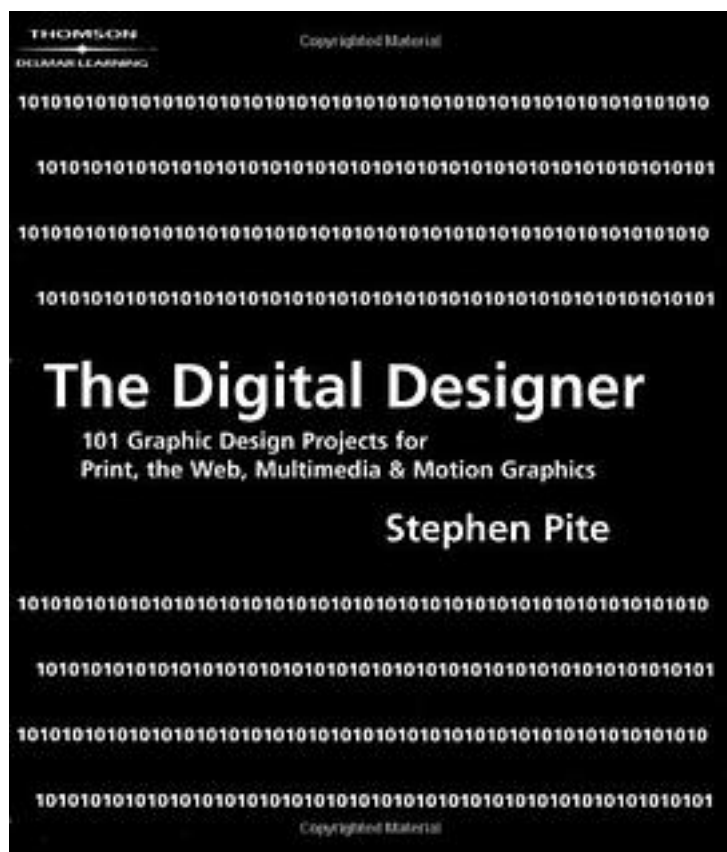


The Digital Designer



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In this exciting, full-color book, Stephen Pite creates a collaborative forum aimed at engaging readers in digital design while offering a point of entry into a process in which innovation and communication are being continually refined. Central to the book is a series of progressively challenging projects, ranging from traditional print to sophisticated websites, interactive CD-ROMs and multimedia, and 3-D motion graphics. Heavily illustrated with compelling work by students enrolled in Graphic

Design programs across the U.S., The Digital Designer takes readers step-by-step through the design process with unprecedented attention to developing and refining the design concept, as well as the execution strategy. Narrative solicited directly from Graphic Design instructors accompanies illustrations of high-quality student work, helping to explain and reinforce important digital design principles and methods. The result is a book that empowers 21st century Graphic Designers, enabling them to work effectively across a wide range of fully digital and exponentially expansive media as they promote goods and services and build links between present and future.

作者介绍:

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