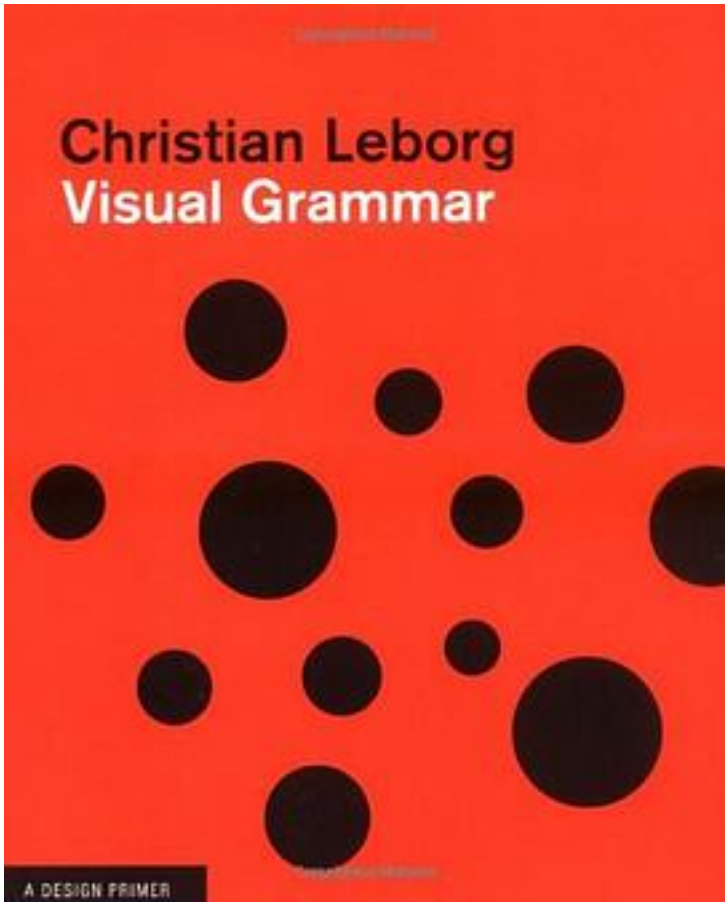
Visual Grammar



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Life in the image world has made us all voracious, if not always deliberate, consumers of visual messages. Easy access to computer graphic tools has turned many of us into either amateur or professional image producers. But without a basic understanding of visual language, a productive dialogue between producers and consumers of visual

communication is impossible. "Visual Grammar" can help you speak and write about visual objects and their creative potential, and betterunderstand the graphics that bombard you 24/7. It is both a primer on visual language and a visual dictionary of the fundamental aspects of graphic design. Dealing with every imaginable visual conceptfrom abstractions such as dimension, format, and volume; to concrete objects such as form, size, color, and saturation; to activities such as repetition, mirroring, movement, and displacement; to relations such as symmetry, balance, diffusion, direction, and variationthis book is an indispensable reference for beginners and seasoned visual thinkers alike. Whether you simply want to familiarize yourself with visual concepts or whether you're an experienced designer looking for new ways to convey your ideas to a client, "Visual Grammar" is the clearand concise manual that you've been looking for.

作者介绍:

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书评

confront 面对 incomprehensible 费解的 productive 有益的 physical 物理的 underlying 基础的 process 步骤 verbal 口头的 primer 初级读本 pattern 形式 syntax 句法 semantic 语义的 concrete object 有形的物体 dimension 尺寸 format 格式板式 volume 响度，音量 form 形...

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