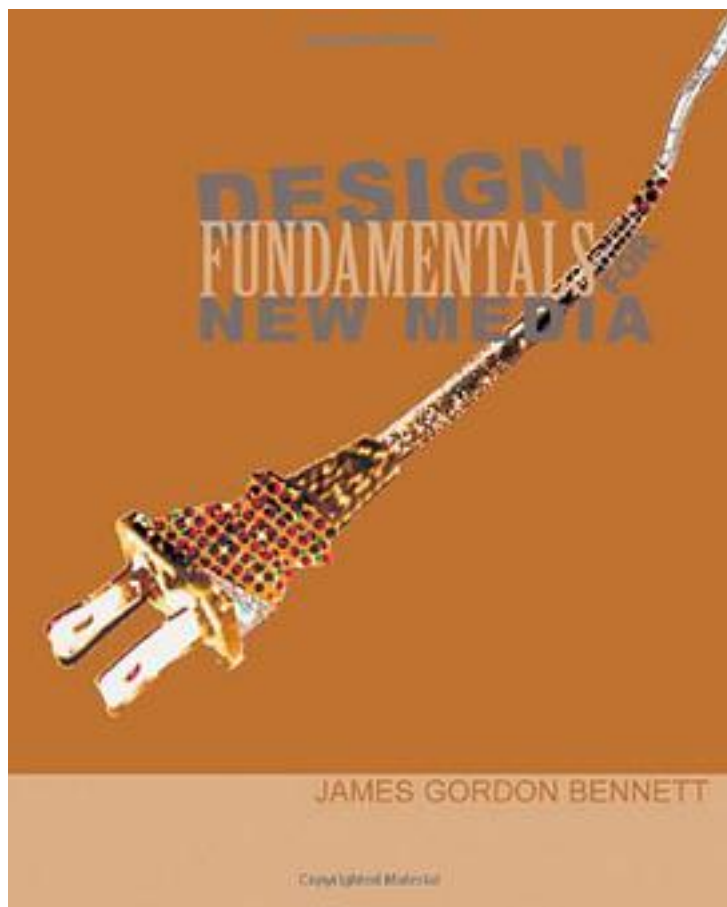


Design Fundamentals for New Media



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While design principles remain the same whatever the medium, digital technology can shape their application in a profound way. In this unique and timely book, design educator James Bennett introduces and examines the fundamental elements of design from the perspective of a generation of designers raised on "new media."

Foundational design concepts are explored in full-page spreads that integrate text and artwork to illustrate contemporary approaches to designing for digital media. Combining timeless principles with leading-edge technology in a smart full-color package, Design Fundamentals for New Media opens the door to a rich and rewarding way of exploring modern design techniques.

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