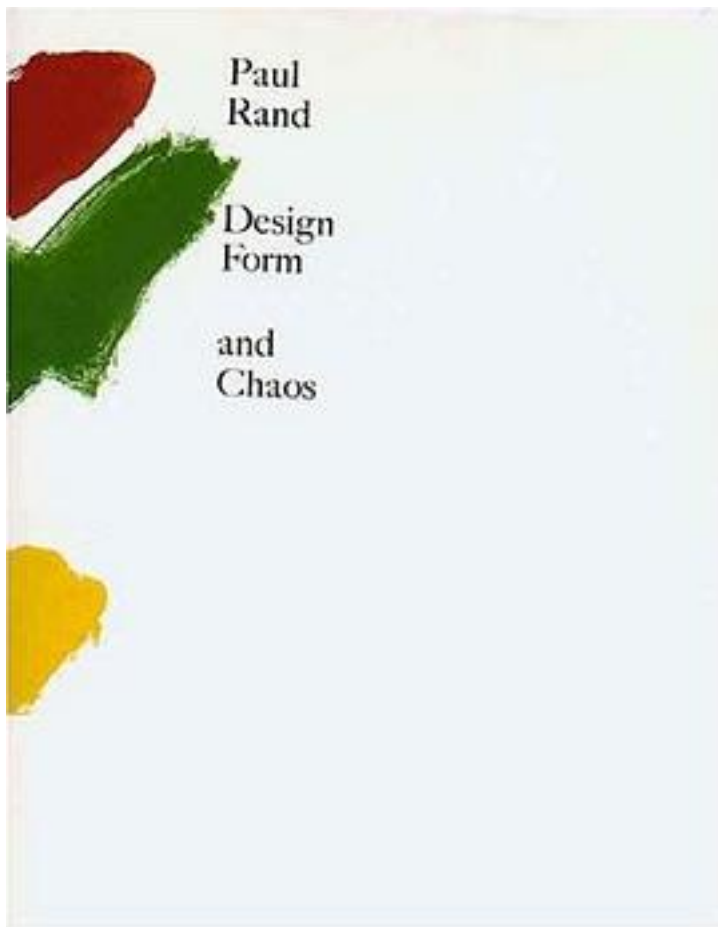


Design, Form, and Chaos



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著者:Mr. Paul Rand

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In this book Paul Rand said to be one of the world's leading graphic designers, speaks about the contemporary practice of graphic design, explaining the processes and passion that foster good design and indicting fadism and trendiness. Illustrating his

ideas with examples of his own graphic work as well as with the work of artists he admires, Rand discusses such topics as: the values on which aesthetic judgements are based; the part played by intuition in good design; the proper relationship between management and designers; the place of market research; how and when to use computers in the production of a design; choosing a typeface; principles of book design; and the thought processes that lead to a final design. The centrepiece of the book consists of seven design portfolios - with working drawings and ultimate choices - that Rand used to present his logos to clients such as Next, The Limited and IBM.

作者介绍:

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标签

设计

Design

PaulRand

平面设计

经典

我心里的大师们

大师

Graphic_design

评论

To understand the meaning of design is to sense the common thread that waves its way through the art of painting, architecture, industrial and graphic design. It's also to understand that part form and content play in the intricate process of design; and to realize that design is commentary opinion, a point of view and social responsibility.

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书评

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