The Essential Principles Of Graphic Design
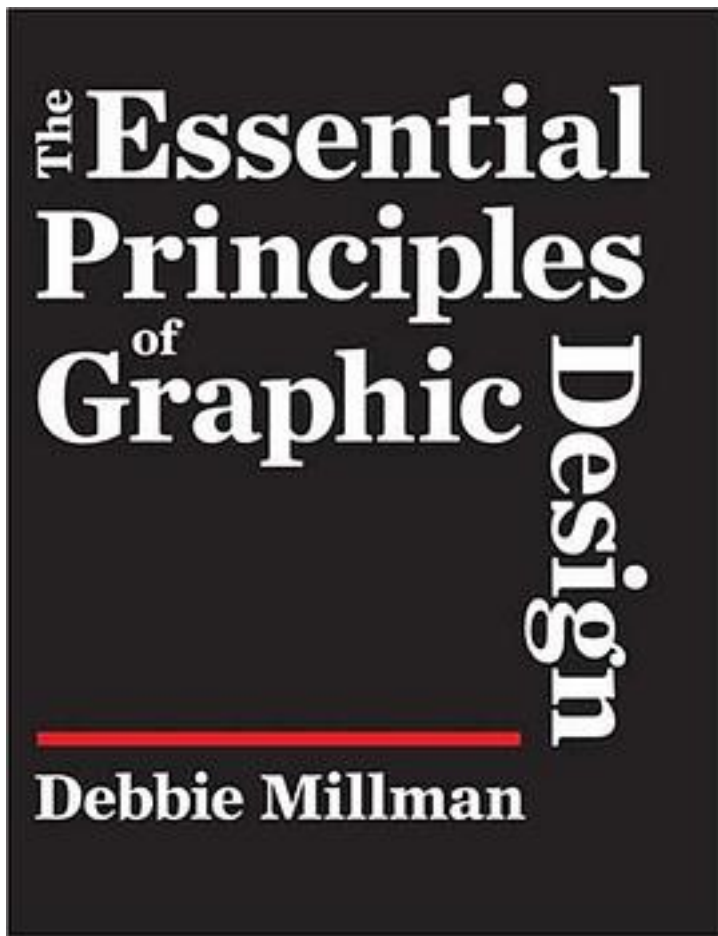
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This one-stop resource book for students of graphic design structured around five progressive sections--principles, elements, process, applications, and employment--is guaranteed to give creatives a thorough grounding in designing and producing their

own work. From the basic principles of good design and the specific building blocks of graphic design to research methods and best practice in project management, readers will learn about the wide ranging areas of design, and find out about options for employment that are out there. The book includes chapters on illustrations and photographs, including advice about sourcing images and the vital issues of usage and copyright.

作者介绍:

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