

# Designers USA No.3



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From cities across the United States, 50 design firms have been selected to showcase their work in "Designers USA No. 3". The first 2 volumes of "Designers USA" completely

sold out and this new book will provide graphic design professionals and their wide spectrum of clients the opportunity to examine the work of some of the country's most innovative graphic design work. The graphic design firms featured in this volume illustrate how communication has become reliant upon their creative efforts to express its message. When you realize that books, magazines, newspapers, television, movies and the Internet all deliver a high percentage of their information in visual, rather than verbal, form, this reliance upon the designers' creative efforts becomes apparent. All aspects of graphic design are presented and each participating firm has provided a brief overview of its strengths and purpose as it relates to their work in advertising, the publishing of books and catalogs, letterheads/stationery, packaging, posters, internet/interactive, point-of-purchase, environmental graphics, branding and much, much more. Through their creative efforts, graphic designers have an unprecedented opportunity to communicate ideas and information across language boundaries that previously proved insurmountable. And in each section of "Designers USA No. 3" you will be introduced to the visionary spirit, bold excitement, and warm sensuality that is American design.

作者介绍:

目录:

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