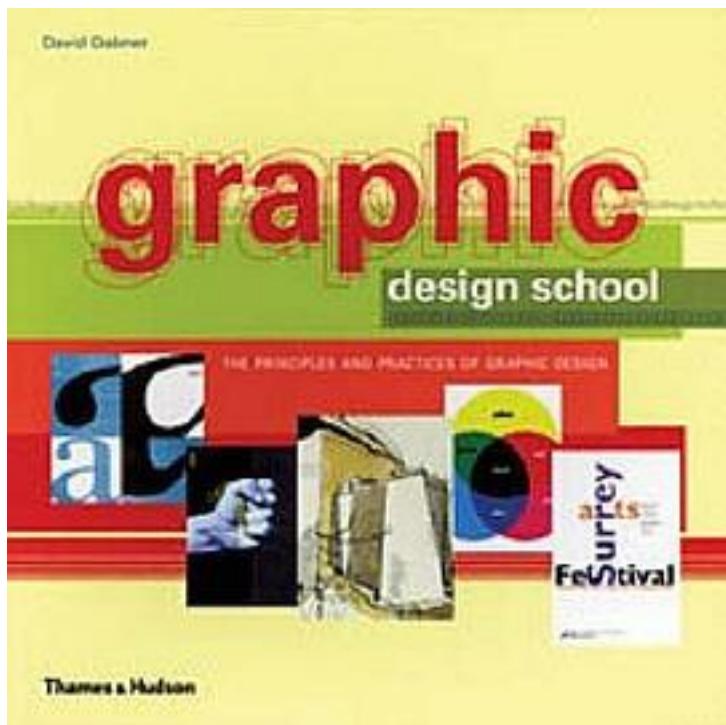


Graphic Design School



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This fully revised edition of "Graphic Design School" improves upon previous editions by providing a more fully developed introduction to the study of graphic design, firmly locating it within the professional activities it embraces. The book is organized into two main sections, principles and practice. The first section deals with the fundamentals of design, such as composition, hierarchy, layout, typography, grid structure, colour and so on. The second section puts these basics into practice, and gives information about studio techniques and production issues relevant to a number of different graphic design disciplines. The last part of the second section provides an overview of some of the different career choices open to students entering the graphic design field.

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