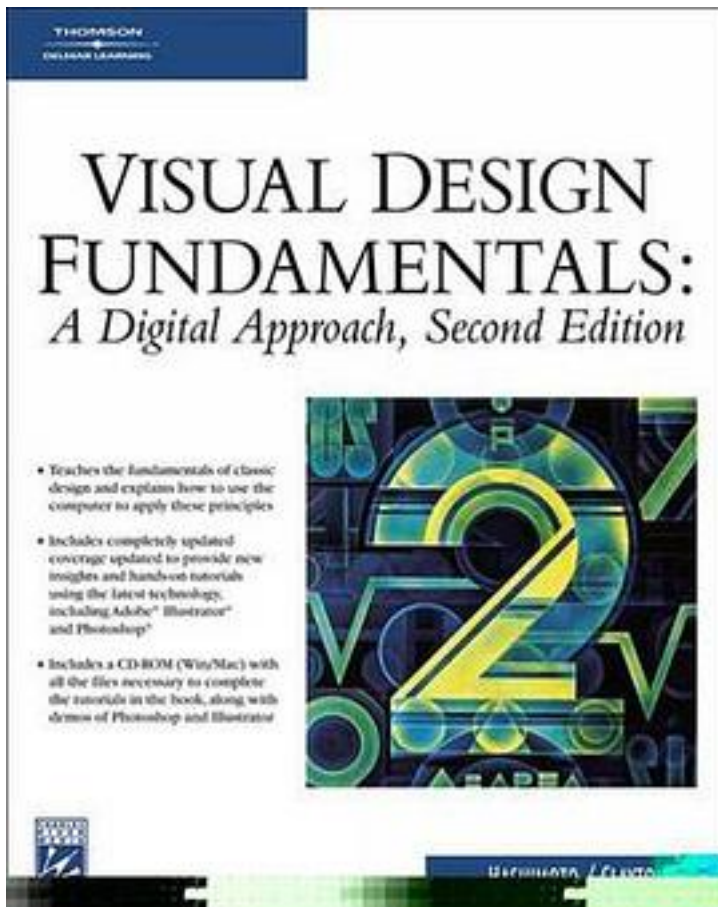# Visual Design Fundamentals

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出版者:

出版时间:2009-2

装帧:

isbn:9781584505815

As visual design technology and tools become more accessible and widely used, it is important for digital artists to learn and apply fundamental design techniques to their work. "Visual Design Fundamentals: A Digital Approach, Third Edition" provides a basic understanding of design and how it should be integrated into digitally-produced 2D

images. Whatever the medium or techniques, good visuals are the result of planning, and this book shows you how to apply organization and the classic elements of design, including line, shape, form, value, color, and texture, to the latest technology. The techniques and theories presented can be applied to both traditional 2D art forms, such as drawing, painting, and printmaking, as well as 3D art, such as interior and industrial design and architecture. Each chapter outlines and examines both content and form, and a variety of hands-on projects reinforces new skills and provides a digital representation of each concept being taught. The book has been updated with revised content and all new projects, and everything you need to complete the projects is provided in the book or on the accompanying CD-ROM.

作者介绍:

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