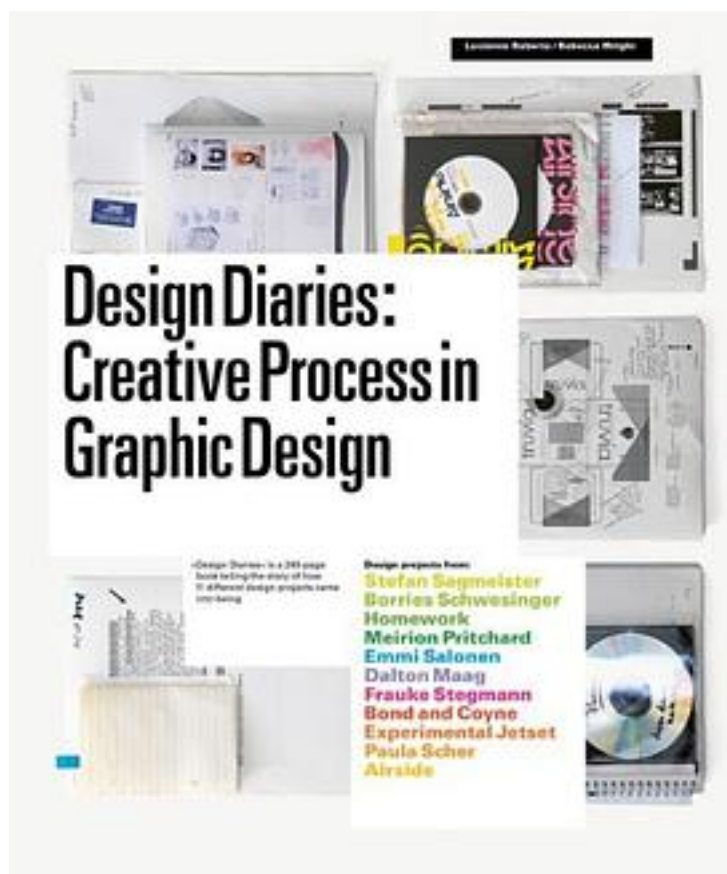


Design Diaries



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著者:Lucienne Roberts and Rebecca Wright

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This thought-provoking and practical sourcebook for graphic designers and students explores and encourages individual creative practice. Part critical reader and part how-to guide, the book examines the varied ways of getting from first thought to final product, making the creative process tangible, visible and possible.

The book introduces the essential elements of the creative process – design philosophy, inspiration, the brief, research and development, text, image and production – through a series of in-depth studies on a range of real-life graphic design projects. These range from the art direction of a magazine issue and the development of a logo, to a font and a signage system, to website design. In each case, the designers are interviewed and their working process documented in detail.

The book also includes strategies for getting started, keeping going and thinking laterally, with tricks and techniques to exercise the right-hand side of the brain.

作者介绍:

Lucienne Roberts is a designer and author who runs her own studio, LucienneRoberts+. She has written numerous books, most recently 'Good: An Introduction to Ethics in Graphic Design'. Rebecca Wright is a freelance illustrator, designer and lecturer on design. She is currently course director of graphic design at Kingston University.

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标签

版式设计

工具书

、平面设计

design

设计

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字体设计

评论

此书介绍了许多较新的平面设计类的案例。包括了详细的设计过程、技术、结果等内容。

通过不同领域的设计案例来展现不同设计师设计创造的过程。认真读文字还是很有收获的

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书评

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