Find PDF

ADVERTISING DESIGN AND TYPOGRAPHY (HARDBACK)



Allworth Press,U.S., United States, 2007. Hardback. Condition: New. Language: English. Brand new Book. The most comprehensive overview of advertising design strategies on the market today! This unique, comprehensive overview of advertising design strategies, written by a best-selling, award-winning designer, will help students and professionals in advertising, design, and typography understand and use persuasive visual messaging. Design principles such as unity, contrast, hierarchy, dominance, scale, abstraction, and type and image relationships are covered in depth. Readers will also learn how print...

Read PDF Advertising Design and Typography (Hardback)

- Authored by Alex W. White
- · Released at 2007



Filesize: 4.39 MB

Reviews

Absolutely one of the better pdf We have possibly study. I could comprehended almost everything out of this written e ebook. You can expect to like how the writer write this ebook.

-- Grayce Kshlerin

A very great pdf with perfect and lucid information. I am quite late in start reading this one, but better then never. Its been developed in an extremely basic way in fact it is simply soon after i finished reading this pdf in which really altered me, alter the way i really believe.

-- Pascale Weissnat

Related Books

That's Not the Monster We Ordered

• (Hardback)

Hacks for Minecrafters: Combat Edition: The Unofficial Guide to Tips and Tricks That Other Guides Won't Teach You

• (Hardback)

Muse of Nightmares: the magical sequel to Strange the Dreamer

(Hardback)

Simon And The Bear: A Hanukkah Tale

- (Hardback)
- Ladybird Tales: The Little Mermaid (Hardback)