



#### Advertising Design and Typography (Hardback)

By Alex W. White

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, awardwinning 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 design compares to television, web, and interactive design, and how to apply each style to create persuasive designs. The extensive section on typography offers essential information on how readers perceive type, typographic history, principles, and practice. Helpful appendices include an extensive glossary, bibliography, and art director's checklist. Complete with more than 1,500 examples and illustrations of outstanding advertising design from around the world, Advertising Design and Typography is a groundbreaking book that will train the reader's mind to see more accurately and more critically--ultimately changing the way designers think and develop visual ideas. - Best-selling design author has unique philosophy and expertise -1,500 full-color illustrations showcase outstanding advertising design from around the world -Unique comparisons of print, web,...



#### Reviews

It becomes an incredible book that we actually have possibly study. It really is rally exciting through studying period of time. I am very easily could get a satisfaction of reading through a written book.

-- Gianni Hoppe

A really awesome pdf with perfect and lucid reasons. It is actually rally fascinating through reading period of time. Your lifestyle period will probably be transform as soon as you total looking over this ebook.

-- Alford Kihn

#### Other Books



### That's Not the Monster We Ordered (Hardback)

Skyhorse Publishing, United States, 2016. Hardback. Condition: New. Richard Fairgray, Terry Jones (illustrator). Language: English. Brand new Book. The day the Turner family gets their very own monster is a momentous event in the neighborhood. Everyone gathers for the occasion. The monster...



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

Skyhorse Publishing, United States, 2014. Hardback. Condition: New. Language: English. Brand new Book. From the author of Hacks for Minecrafters and Hacks for Minecrafters: Master Builder comes the most encompassing guide ever to combat in the world of Minecraft! With more than 100...



# Muse of Nightmares: the magical sequel to Strange the Dreamer (Hardback)

HODDER & STOUGHTON, United Kingdom, 2018. Hardback. Condition: New. Language: English. Brand new Book. 'Muse of Nightmares is a philosophical fantasy adventure, an epic love story, a daring quest that demands to be read and reread and deserves to be remembered forever.'...



#### Nightmares! (Hardback)

Delacorte Press, United States, 2014. Hardback. Condition: New. Karl Kwasny (illustrator). Language: English. Brand new Book. "Coraline meets Monsters, Inc. in this delightfully entertaining offering from actor [Jason] Segel and co-author [Kirsten] Miller."--Publishers Weekly The hilariously frightening, middle-grade novel Nightmares! is a...



# Single Girls Don't Cry, They Pray: Food for the Soul of the Single Godly Woman (Hardback)

AUTHORHOUSE, United States, 2018. Hardback. Condition: New. Language: English. Brand new Book. You're single, and you love God. Now what? You are a recent widow or divorced after years of marriage. Now what? You have never been married, and you love God....



#### The Tabernacle or the Gospel According to Moses (Hardback)

Wentworth Press, United States, 2019. Hardback. Condition: New. Language: English. Brand new Book. This work has been selected by scholars as being culturally important, and is part of the knowledge base of civilization as we know it. This work was reproduced from...