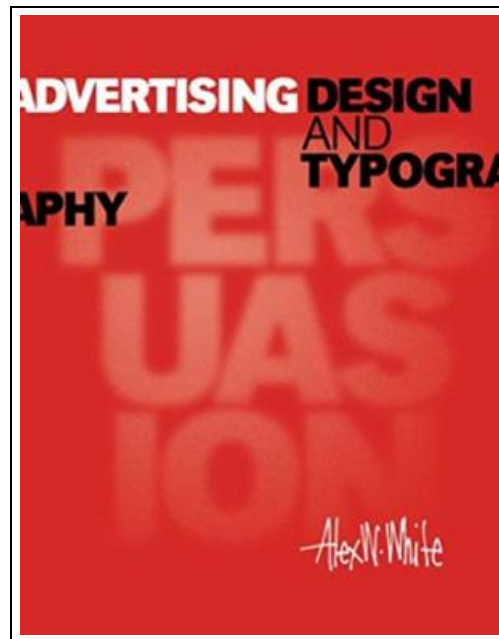


Advertising Design and Typography (Hardback)



Filesize: 5.26 MB

Reviews

This book is great. I have go through and so i am confident that i will going to read through once again again in the future. I am just easily can get a satisfaction of looking at a written book.

(Miss Vernie Schimmel)

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 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, TV and other campaigns--which techniques work best? - Ideas for forging corporate identity through advertising Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive....



[Read Advertising Design and Typography \(Hardback\) Online](#)
[Download PDF Advertising Design and Typography \(Hardback\)](#)

You May Also Like



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....

[Read](#) [ePub](#)

»



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...

[Read](#) [ePub](#)

»



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...

[Read](#) [ePub](#)

»



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...

[Read](#) [ePub](#)

»



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...

[Read](#) [ePub](#)

»