



Design for Communication: Conceptual Graphic Design Basics

By Resnick, Elizabeth

Wiley, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction.What Is Graphic Design?What Do Graphic Designers Do?I Want to Be a Graphic Designer-Where Do I Begin?The Design Process.Why Bother with Such a Long Process When I Just Like to Make Things?Why Should I Do These Assignments? Section 1: The Elements and Principles of Design.Star Symbol/Susan Merritt,San Diego State University, San Diego.Object Semantics/Kermit Bailey,North Carolina State University, Raleigh.Symbol Design/Lisa Fontaine,Iowa State University, Ames.Lettermark/Susan Merritt,San Diego State University, San Diego.Vinyletteror/Kenneth Fitzgerald,Old Dominion University, Norfolk.Letterform as Shape/Jan Conradi,State University of New York at Fredonia.Concert Poster/Arnold Holland,California State University, Fullerton.Design History Chair/Hank Richardson,Portfolio Center, Atlanta.Section 2: Typography as Image.Shaping Words/Richard Ybarra,Art Institute of California, San Diego.Newspaper Stories-A Typographic Workshop/J8rgen Hefele,Fachhochschule Augsburg, Germany.Typographic Self-Portrait/Esen Karol,Mimar Sinan University, Istanbul, Turkey.Typographic Self-Portrait/Elizabeth Resnick,Massachusetts College of Art, Boston.Typeface Poster/Hyun Mee Kim,Samsung Art and Design Institute, Seoul, Korea.Directions Poster/Frank Baseman,Philadelphia University, Philadelphia.Poetry in Motion/Elizabeth Resnick, Glenn Berger,Massachusetts College of Art, Boston.Section 3: Creative

Reviews

The best book i actually go through. It can be full of wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Prof. Greg Herzog

Absolutely essential read through book. it was actually writtern quite properly and useful. Its been developed in an remarkably basic way and it is only following i finished reading through this ebook where really changed me, modify the way i believe.

-- Torrey Jerde