



Basics Design 01 Format Second Edition

By Paul Harris

Fairchild Books AVA. Paperback. Book Condition: New. Paperback. 214 pages. Dimensions: 9.0in. x 6.3in. x 1.0in. You have a concept. You are happy with the design. But have you considered the format The new Basics Design 01: Format helps designers to make the most of the opportunities presented by the space and dimension of their work. This new edition of a best-selling title is both an inspirational sourcebook and a practical guide for the modern designer who wants to move away from a purely utilitarian approach to format. Format is a tool of communication which is often underrated or underused. Your chosen format is your point of contact with the user. Can new media be exploited to use your space more creatively Does your choice of format suit your brands identity Have you considered how you would export the work across multiple mediums Format will help you answer these questions and more, leaving you refreshed and stimulated to try out new ideas for your next project. A huge selection of exemplary design work, industry interviews and activities encourages experimentation with a number of different formats. This colourful and informative book contains descriptions of folding techniques, including an example of a gatefold,...



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