



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. Vinylletteror/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:

Reviews

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