

Structuring Design

Type de contenu : Texte

Titre(s) : Structuring Design [texte imprimé] : Graphic Grids in Theory and Praticce / Voelker Ulysses

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Résumé ou extrait : Where do you use which grids? What is their significance? How are they created? This book answers all of these questions. Where do you begin? What steps follow each other? What differentiates the visual from the verbal? This book will tell you. What is 'visual rhetoric'? What are the 'four sides of a message'? What is the relationship between method and intuition? Read all about these topics in this book. And much more besides: 'Structuring Design' presents the principles and rules of visual communication as an introduction to practical design. The book offers a compact mix of explanations, practical tips, and background information, coupled with an extensive glossary.

Sujet(s) : Graphisme

Design

Mise en page

Beaux-Arts