



Design Elements: Understanding the Rules and Knowing When to Break Them - Updated and Expanded (Paperback)

By Timothy Samara

Rockport Publishers Inc., United States, 2014. Paperback. Condition: New. 2nd edition. Language: English . Brand New Book. This updated version of Rockport s bestselling Design Elements offers expanded and updated content in a new, cleaner format for easier navigation. Author Timothy Samara has added more than 50 new diagrams and more than 100 new images of real-world projects with an increased emphasis on web and environmental design projects. The 20 Rules for Good Design has been revisited and expanded to 25 Rules. The book covers all the design fundamentals from working with grids, color application, typography, imagery to finally how to put it all together. Expansion and new material includes: -Composition/layout, visual hierarchy -Form and composition in relation to concepts and meaning -Color psychology and narrative-Color coding-Reference palettes for time periods, cultures, and businesses -Special color and printing techniques -Combining type styles, editorial text setting issues, plus-Web-related type style and hierarchy issues -Strategies for using photography; design drawing; medium and meaning; pictorial and non-pictorial -image-making options; semiotics, symbolic and metaphorical image use; type as image-Making type and imagery work better together -Finding flexibility in design systems -The design process, from creative concept development and practical work-flow standpoints. -Plus a complete...



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Reviews

Unquestionably, this is actually the greatest function by any author. I was able to comprehend every little thing using this created e book. Its been printed in an remarkably straightforward way which is merely following i finished reading this ebook in which in fact altered me, alter the way i think.
-- Arianna Witting

An exceptional book as well as the font used was exciting to read. It is actually rally intriguing through reading time. You will not sense monotony at anytime of the time (that's what catalogs are for about when you ask me).
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