Design for Communication: Conceptual Graphic Design Basics

Elizabeth Resnick

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Complete coverage of basic design principles illustrated by student examples

Design for Communication offers a unique approach to mastering the basic design principles, conceptual problem-solving methods, and critical-thinking skills that distinguish graphic designers from desktop technicians.

This book presents forty-two basic to advanced graphic design and typography assignments collaboratively written by college educators to teach the fundamental processes, concepts, and techniques through hands-on applications. Each assignment is illustrated with actual student solutions, and each includes a process narrative and an educator's critical analysis revealing the reasoning behind the creative strategies employed by each individual student solution.

Assignments are organized from basic to advanced within six sections:
* The elements and principles of design
* Typography as image
* Creative word play
* Word and image
* Grid and visual hierarchy
* Visual advocacy

Design for Communication is a highly visual resource of instruction, information, ideas, and inspiration for students and professionals.

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