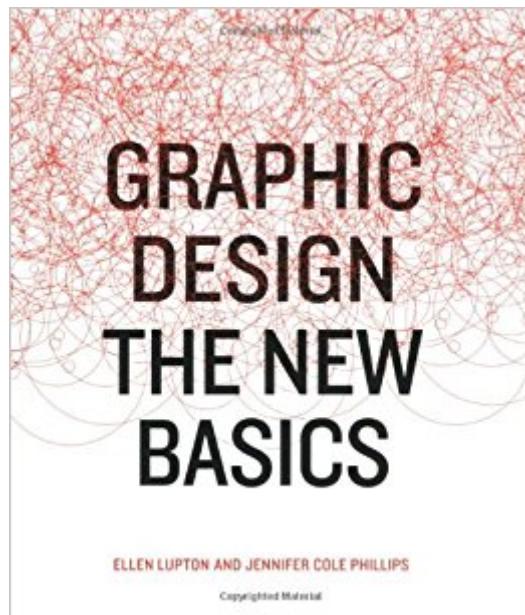


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# Graphic Design



## **Synopsis**

How do designers get ideas? Many spend their time searching for clever combinations of forms, fonts, and colors inside the design annuals and monographs of other designers' work. For those looking to challenge the cut-and-paste mentality there are few resources that are both informative and inspirational. In *Graphic Design: The New Basics*, Ellen Lupton, best-selling author of such books as *Thinking with Type* and *Design It Yourself*, and design educator Jennifer Cole Phillips refocus design instruction on the study of the fundamentals of form in a critical, rigorous way informed by contemporary media, theory, and software systems. Through visual demonstrations and concise commentary, *The New Basics* shows students and professionals how to build interest and complexity around simple relationships between formal elements of two-dimensional design such as point, line, plane, scale, hierarchy, layers, and transparency. The *New Basics* explains the key concepts of visual language that inform any work of design—from a logo or letterhead to a complex web site. It takes a fresh approach to design instruction by emphasizing visually intensive, form-based thinking in a manner that is in tune with the latest developments in contemporary media, theory, art, and technology. Colorful, compact, and clearly written, *The New Basics* is the new indispensable resource for anyone seeking a smart, inspiring introduction to graphic design and destined to become the standard reference work in design education.

## **Book Information**

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## **Customer Reviews**

Warning: Ellen Lupton's books will make you want to be a graphic designer. Like her two previous efforts (*D.I.Y.* and *D.I.Y. Kids*), this book inspires thoughts of career change, or, at the very least,

creating your own visual language. Featuring lots of work from Lupton's and Phillips's MICA students, it's also something of a calling card for the school. -- Baltimore Magazine, June 1, 2008 "I highly recommend this book as an addition to your personal design library. Whether you are a seasoned design professional or someone just interested in learning more, it serves as a fantastic and succinct resource for the fundamentals of good design." --Motionographer, 4,17,2008 "This site (and corresponding book) is a great way for students and new designers to learn the basic rules of design. This is the stuff I wish my teachers taught me more of." --Greyscalegorilla, 4,17,2008 "Explains the key concepts that inform design work, including point, line, plane, scale, hierarchy, layers and transparency." --How, December, 2008

This guide for students and professionals refocuses design instruction on the study of the fundamentals of form, informed by contemporary media, theory, and software systems. Through visual demonstrations and concise commentary, the book shows how to build interest and complexity around simple relationships between formal elements of two-dimensional design, and explains key concepts of visual language that inform any work of design, from a logo to a web site. Through visual demonstrations and concise commentary, the book shows how to build interest and complexity around simple relationships between formal elements of two-dimensional design, and explains key concepts of visual language that inform any work of design, from a logo to a web site.

used for an indesign class. it is very interesting.

This book is a perfect foundation for a person looking to get into graphic design. It provides visual and written feedback in a perfect synthesis, although there is minor things I wish it did better. **GOOD:** It touches on essential graphic design principles. Whether you're a marketer or a undercover artist, this book provides a basic understanding of the graphic design field. It touches on typography, heiarchy, colors, layers and more! The introduction is engaging and sets the tone of the rest of the book, and the literature is well versed and informative without having to worry about not knowing graphic design lingo. **GREAT:** It provides wonderful examples that will inspire your inner artist. I like to pick up this book and look for inspiration. The art covers everything from user interface design (UI) to print design. While you may not know what your style is as a graphic design artist, this book will shed light on styles that may interest you. **IMPROVEMENTS:** It could go more in depth in certain areas. This book was a pleasure to read, but it was almost as if the section ended right when I

wanted to dive into a topic more. That is the problem with having a book that covers the basics; It will occasionally fail to provide detailed information in certain areas. Suggesting it as an improvement does my opinion more justice rather than saying it's a downfall. This book has the basics covered. Conclusion: I don't know how many graphic design books I've been through that had horrible graphic design in them, but this book was a beautiful blend of information and visual examples. Maybe you're not an artist or maybe you are, this book will help you interpret the art you see in a world where graphic design is ubiquitous.

Shipping was great. It came within the week I ordered it. The book is so easy to read. Definitely keep this book if you're in the graphic design program. You'll refer to this book a lot when working on assignments etc.

This book is a cohesive introduction to graphic design. I am considering using it to teach my intro design classes in college. I highly recommend it to anyone interested in designing or teaching design. The only thing I would change is to add assignment ideas.

This is a very comprehensive book on design. If you are new to design this is a great book to get the basic principals. If you are a seasoned designer this give great new insights into the principals you use everyday. I found it enlighten get and struggling at the same time. It help me remember some principals I had forgotten. Great book.

very nice work

This is a great book for beginner designers and advanced as there are a lot of examples here to think about. Good buy, totally worth the money.

product was what i expected per description

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Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Graphic Icons: Visionaries Who Shaped Modern Graphic Design Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) Graphic Design Thinking (Design Briefs) Color Design Workbook: A Real World Guide to Using Color in Graphic Design Color Design Workbook: New, Revised Edition: A Real World Guide to Using Color in Graphic Design "Aiga Graphic Design, Volume 13" (Aiga Year in Design) (No. 13) "Graphic Design U.S.A., No. 14" (365: Aiga Year in Design) The Logo Design Toolbox: Time-Saving Templates for Graphic Design Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions Know Your Onions - Graphic Design: How to Think Like a Creative, Act like a Businessman and Design Like a God Exploring Publication Design (Graphic Design/Interactive Media) Design Literacy: Understanding Graphic Design

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