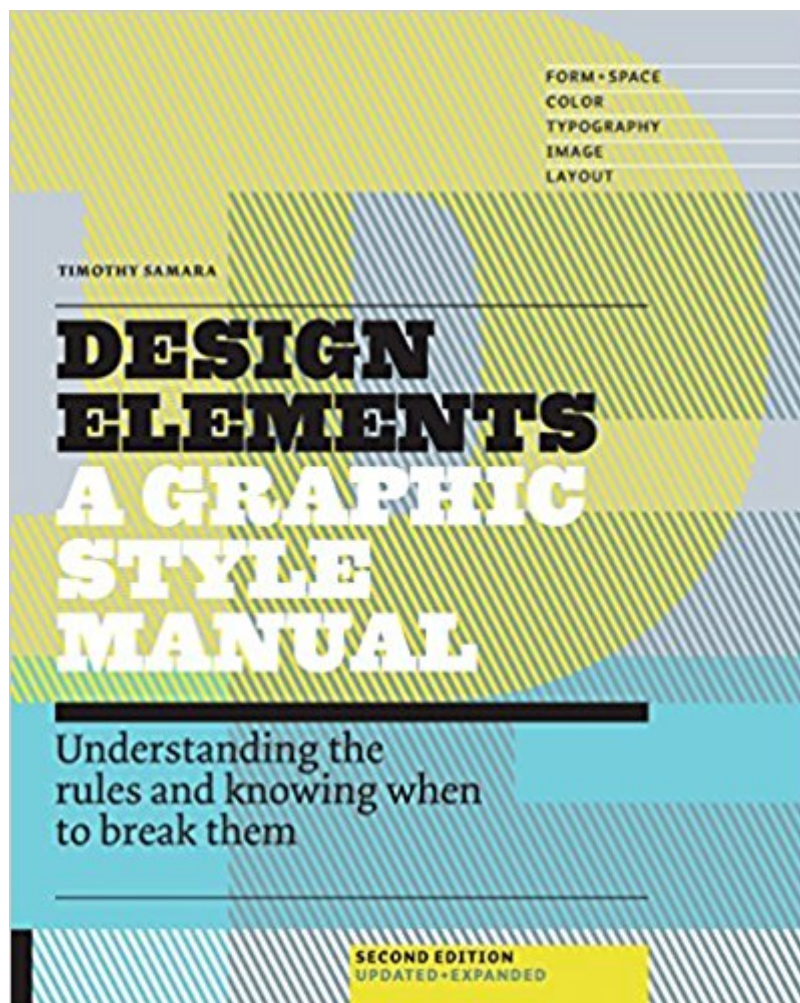The book was found

Design Elements, 2nd Edition: Understanding The Rules And Knowing When To Break Them - Updated And Expanded

FORM · SPACE
COLOR
TYPOGRAPHY
IMAGE
LAYOUT

TIMOTHY SAMARA

DESIGN ELEMENTS A GRAPHIC STYLE MANUAL

Understanding the rules and knowing when to break them

SECOND EDITION
UPDATED+EXPANDED

Synopsis

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 project case study with major decision-moments keyed to respective sections!Being a creative designer is often about coming up with unique design solutions. Unfortunately, when the basic rules of design are ignored in an effort to be distinctive, design becomes useless. In language, a departure from the rules is only appreciated as great literature if recognition of the rules underlies the text. Graphic design is a "visual language," and brilliance is recognized in designers whose work seems to break all the rules, yet communicates its messages clearly.This book is a fun and accessible handbook that presents the fundamentals of design in lists, tips, brief text, and examples. Chapters include Graphic Design: What It Is; What Are They and What Do They Do?; 25 Basic Rules of Good Design; Form and Space-The Basics; Color Fundamentals; Choosing and Using Type; The World of Imagery; Putting it All Together? Essential Layout Concepts; The Right Design Choices: 20 Reminders for Working Designers; and Breaking the Rules: When and Why to Challenge all the Rules of this Book.

Book Information

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Customer Reviews

Timothy Samara is a graphic designer based in New York City, where he divides his time between teaching, writing, lecturing, and freelance consulting through STIM Visual Communication. His 18-year career in branding and information design has explored projects in print, packaging, environments, user interface design, and animation. He has been a senior art director at Ruder Finn, New York's largest public relations firm, and senior art director at Pettistudio, a small multidisciplinary design firm. Before relocating to Manhattan, he was principal of Physiologic in Syracuse, located in upstate New York. In 1990, he graduated a Trustee Scholar from the Graphic Design program at the University of the Arts, Philadelphia. Mr. Samara is a faculty member at New York's School of Visual Arts, New York University, Purchase College/SUNY, and The New School, and has published six books on design and typography, all through Rockport Publishers: Making and Breaking the Grid; Typography Workbook; Publication Design Workbook; Type Style Finder; Design Elements; and, most recently, Design Evolution, released in January 2008. Mr. Samara and his partner live in the Williamsburg neighborhood of Brooklyn.

I checked this book out twice from my local library. I wanted to highlight sections and write in the margins with ideas I was getting. So I ended up buying the book! Great information. Like many design books, the style of graphics presented might not be my style, but the ideas and concepts presented are excellent.

Lays out the basic principles of design, as advertised. Lost points due to unimpressive visual examples. To be clear, the general elements that illustrate the talking points are actually quite good; it's the posters and spreads that disappoint. These appear similar to works seen in a first or second year design course.I'd recommend a book such asÃ Â Know Your Onions - Graphic Design: How to Think Like a Creative, Act like a Businessman and Design Like a GodÃ Â for a good alternative.

Excellent text to explore both image, impression, language, and the implications of the expression without actually steering towards a style nor offering interpretations.Appreciated for its abject neutrality in presenting a volatile subject.

Great book!

My favorite go-to, all-around Design Book. I love Mr. SamaraÃƒÂ¢Ã â ¬Ã â„¢s methods of explaining the basics and theory behind Design.

Timothy Samara dedigns exquisite books jam packed with great info on Graphic Design! HIGHLY RECOMMENDED

everything great, would buy again from seller

Good "best practices" book for understanding and creating your own graphic design.

Design Elements, 2nd Edition: Understanding the rules and knowing when to break them - Updated and Expanded A Designer's Research Manual, 2nd edition, Updated and Expanded: Succeed in design by knowing your clients and understanding what they really need Think...like a Bed Bug: A Guide To Knowing What Bed Bugs Are, WhoÃ¢â ¬â„¢s At Risk, How You Get Them, How To Spot Them Early, Health Implications, Prevention ... Tips, And What To Do If You Get Them! The 4-Hour Workweek, Expanded and Updated: Expanded and Updated, With Over 100 New Pages of Cutting-Edge Content. Quick Conversational Hypnosis: Hypnotize Anyone For Any Reason Without Them Knowing That They Were Hypnotized, Just By Having A Normal Conversation With Them Knowing Jesus Through the Old Testament (Knowing God Through the Old Testament Set) Structural Elements for Architects and Builders: Design of Columns, Beams, and Tension Elements in Wood, Steel, and Reinforced Concrete, 2nd Edition Flavored Butters: How to Make Them, Shape Them, and Use Them as Spreads, Toppings, and Sauces (50 Series) Essential Spices and Herbs: Discover Them, Understand Them, Enjoy Them Creative Anarchy: How to Break the Rules of Graphic Design for Creative Success Brain Rules (Updated and Expanded): 12 Principles for Surviving and Thriving at Work, Home, and School Brain Rules for Baby (Updated and Expanded): How to Raise a Smart and Happy Child from Zero to Five The End Of Chaos: Break Away From

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