

1. Record Nr.	UNINA9910790468903321
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Titolo	The language of graphic design [[electronic resource]] : an illustrated handbook for understanding fundamental design principles // Richard Poulin
Pubbl/distr/stampa	Beverly, Mass., : Rockport Publishers, c2011
ISBN	1-61060-233-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (291 p.)
Disciplina	741.6
Soggetti	Graphic arts Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 272-274) and index.
Nota di contenuto	Point -- Line -- Shape -- Form -- Light -- Color -- Texture -- Scale -- Movement -- Space -- Balance -- Symmetry -- Asymmetry -- Tension -- Closure -- Expression -- Abstraction -- Tone -- Contrast -- Figure ground -- Frame -- Proportion -- Image -- Pattern -- Typography -- Grid.
Sommario/riassunto	'The Language of Graphic Design' provides graphic design students and practitioners with an in-depth understanding of the fundamental elements and principles of their language, what they are, why they are important and how to use them effectively.