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**Sommario/riassunto**

The Graphic Communication Handbook is a comprehensive and detailed introduction to the theories and practices of the graphics industry. It traces the history and development of graphic design, explores issues that affect the industry, examines its analysis through communications theory, explains how to do each section of the job, and advises on entry into the profession. The Graphic Communication Handbook covers all areas within the industry including pitching, understanding the client, researching a job, thumbnail drawings, developing concepts, presenting to clients, working in 2D, 3D, motion