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	Titolo	Graphic designer's essential reference [[electronic resource]] : visual elements, techniques, and layout strategies for graphic designers / / Timothy Samara
	Pubbl/distr/stampa	Beverly, Mass., : Rockport Publishers, 2011
	ISBN	1-61673-877-4
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (249 p.)
	Disciplina	741.6
	Soggetti	Graphic arts
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di bibliografia	Includes index.
	Nota di contenuto	The designer (introduction) -- How to use this book -- Basic techniques -- Graphic elements : image and style components of the designer's visual library -- Project strategies : examples and explorations to inspire the busy designer.
	Sommario/riassunto	A good designer, like a good chef, is aware not only of how each ingredient is similar or different, but also which delivers one message in contrast to another, which will combine to create experiences that are harmonious or jarring, financial, medical, or industrial.