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Note generali	Description based upon print version of record.
Nota di contenuto	""Cover""; ""Title""; ""CONTENTS""; ""INTRODUCTION: STOP, GO, READ THIS!""; ""CHAPTER 1 INFORM: Graphic design focuses our eyes and mind on what is already instinctively hardwired.""; ""CHAPTER 2 ADVOCATE: The language of advocacy has a common goal: alter behavior and act upon instincts, whatever the outcome may be.""; ""CHAPTER 3 PLAY: Play adds dimension to design, enabling the viewer to have more active participation in it.""; ""CHAPTER 4 CAUTION: Cautionary messages force the receiver to go somewhere or do something to avoid dangerous consequences.""; ""CHAPTER 5 ENTERTAIN: Much graphic design cannot afford neutrality it must grab attention in crowded environments.""; ""CHAPTER 6 EXPRESS: A manifesto should be a declaration of war against complacency. At the very least it should trigger thinking.""; ""CHAPTER 7 EDUCATE: Graphic design arguably is itself a grand portal to the process of education.""; ""CHAPTER 8 TRANSFORM: Transformation is not more than making the real abstract and vice versa. It is about taking something familiar and making it serendipitous.""; ""ABOUT THE AUTHORS""; ""ACKNOWLEDGMENTS""

## Sommario/riassunto

This revolutionary guide is not only the first to look at how typography in design creates a call to action, but it also explores type and image as language.

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