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Titolo	Graphic designer's essential reference : visual elements, techniques, and layout strategies for graphic designers // Timothy Samara
Pubbl/distr/stampa	Beverly, Mass., : Rockport Publishers, 2011
ISBN	9781616738778 1616738774
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.