

1. Record Nr.	UNINA9910960389803321
Autore	Downs Simon
Titolo	The graphic communication handbook / / Simon Downs
Pubbl/distr/stampa	Abingdon, Oxon [England] ; ; New York, NY, : Routledge, 2012 Abingdon, Oxon [England] ; ; New York, N.Y. : , : Routledge, , 2012
ISBN	1-136-64220-X 1-283-45982-5 9786613459824 1-136-64221-8 0-203-80466-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (383 p.)
Collana	Media practice
Disciplina	741.6023
Soggetti	Commercial art - Vocational guidance Graphic arts - Vocational guidance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [358]-361) and index.
Nota di contenuto	""Front Cover ""; ""The Graphic Communication Handbook""; ""Copyright Page""; ""Contents""; ""List of figures""; ""List of tables""; ""List of contributors""; ""Introduction""; ""1. A step towards the reinvention of graphic design: Gui Bonsiepe""; ""2. Broad knowledge""; ""3. Getting your first job and pitching""; ""4. Knowing your client: fixing the brief""; ""5. Research""; ""6. The visual design of election campaign posters: Steven A. Seidman""; ""7. Roughing: the thumbnail stage""; ""8. Roughing: the development stage""; ""9. Roughing: the presentation stage""; ""10. Presenting to the client""; ""11. Semantics and graphic languages: Malcolm Barnard""; ""12. Doing the job""; ""13. Deploying the job""; ""14. Situating the job""; ""15. Testing the job: a rationale for why testing the completed job is worth it""; ""16. Getting paid (and more)""; ""17. Getting the next job: self- and other publicity""; ""18. The future""; ""Bibliography""; ""Index""

## 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