Graphic Design School: The Principles and Practice of Graphic Design

David Dabner, Sheena Calvert, Anoki Casey

Graphic Design School: The Principles and Practice of Graphic Design

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The principles and practice of graphic design

Graphic Design School is a foundation course for graphic designers working in print, moving image, and digital media.

- Practical advice on all aspects of graphics design-from understanding the basics to devising an original concept and creating successful finished designs.
- Examples are taken from all media-magazines, books, newspapers, broadcast media, websites, and corporate brand identity.
- Packed with exercises and tutorials for students, and real-world graphic design briefs.

This revised, fourth edition contains specific advice on how to adapt designs to suit different projects, including information on digital imaging techniques, motion graphics, and designing for the web and small-screen applications.

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