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Design Basics Index: A Graphic Designers Guide to Designing Effective Compositions, Selecting Dynamic Components Developing Creative Concepts

By Jim Krause

How Design Books. Paperback. Book Condition: New.

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the 3 Cs of Head-Turning Design! Cover your basics with the

book that covers everything from typography and color to

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Index series, guides you through the understanding and

practice of the three elements every successful visual design

must have: Components: Learn how to get the most out of the

photos, illustrations, icons, typography, linework, decoration,

borders and backgrounds you use within your design.

Composition: Practice combining the components of a design

in a visually appealing way by using the principles of

placement, grouping, alignment, flow and spacing to create a

pleasing, cohesive design. Concept: Utilize the intangible

elements of theme, connotation and style to present and

deliver your message in a way that will wow your clients every

time. Whether youre a new, mid-level or experienced designer

who is brainstorming ideas or finalizing your presentation, this

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