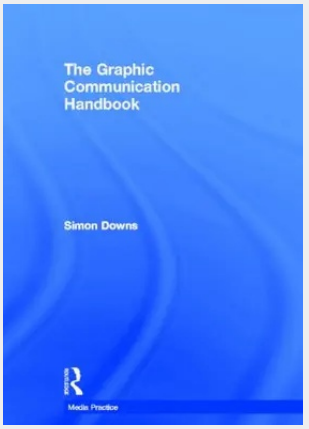
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The Graphic Communication Handbook

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 graphics and interaction graphics, situating and testing the job, getting paid, and getting the next job. The industry background, relevant theory and the law related to graphic communications are situated alongside the teaching of the practical elements. Features include: - introductions that frame relevant debates - case studies, examples and illustrations from a range of campaigns - philosophical and technical explanations of topics and their importance.



113,50 €
106,07 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780415557375
Medium: Buch
ISBN: 978-0-415-55737-5
Verlag: Taylor & Francis Ltd
Erscheinungstermin: 12.10.2011
Sprache(n): Englisch
Auflage: 1. Auflage 2011
Serie: Media Practice
Produktform: Gebunden
Gewicht: 839 g
Seiten: 384
Format (B x H): 182 x 246 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)