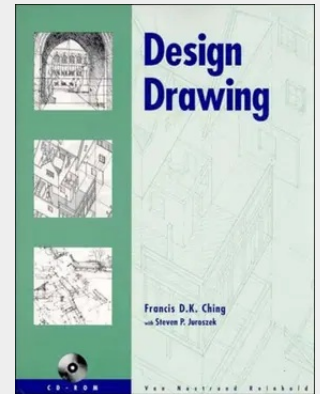


Design Drawing

Design Drawing Book and CD - ROM Francis D.K. Ching with Steven P. Juroszek Author and architecture educator Francis D.K. Ching shares his unique command of visual language in this new presentation of drawing principles and techniques. Design Drawing is a comprehensive introduction to drawing and more-its innovative book-plus-CD-ROM package sheds new light on the relationship between perception, drawing, and design. In his distinctive graphic style, Ching takes us on an exciting journey through the process of creation. He unmaskes the basic cognitive processes that drive visual perception and expression, incorporating observation, memory, and rendering into a creative whole. But the author sees drawing "not only as artistic expression but also as a practical tool for formulating and working through design problems," showing us how to apply "visual thinking" as a versatile tool for approaching design projects. Design Drawing covers the traditional basics of drawing, including line, shape, tone, and space. Different types of artistic conventions such as multiview, paraline, and perspective drawings are also lucidly explained. The final section, "Drawing from the Imagination," fuels the creative spirit to find its own direction. Throughout the book you'll find over a 1,500 hand-rendered drawings and exercises which reinforce the concepts and lessons of each chapter. The supplemental CD-ROM is packed with brilliant gems of information and instruction, elucidating a broad range of design drawing concepts through the communicative power of animation, video, and three-dimensional models. Intended for use with the book or as a stand-alone supplement, the CD-ROM includes 25 interactive lessons which demonstrate concepts and techniques in a way that a 2-D book format cannot. For example, the CD-ROM contains video of the author demonstrating freehand techniques in a step-by-step manner, as well as the author's voice throughout the CD-ROM explaining the various lessons. For professional architects, designers, fine artists, illustrators, teachers and students alike, this all-in-one package is both an effective tool and an outstanding value. System Requirements: Windows(r) Processor - 486DX66 MHz (Pentium recommended) RAM - 16 MB Hard disk space available - 10 MB Graphics card and monitor - 640 x 480 SVGA display/256 ColorSound Blaster compatible sound card and external speakers Windows(r) 3.1 or Windows '95(r) 4X CD-ROM Drive Macintosh(r) Processor - 68040 25 MHz or PowerMac 601 (Quadra 650 or/PowerMac 6100 or better) RAM 16 MB Hard disk space available - 10 MB Monitor - 256 colors (640x480) Standard internal Mac sound (external speakers optional) Operating System: System 7 or later 4X CD-ROM drive

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