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*Basics Design 07*  
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Adhering to certain layout  
and grids standards and  
principles is important  
for any job from

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brochures, to annual reports, to posters, to websites, to publications. However, knowing how to bend the rules and make certain grids work for the job at hand takes skill.

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This book outlines and demonstrates basic layout/grid guidelines and rules through 100 entries including choosing a typeface, striving for rhythm and balance with

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type, combining typefaces,  
using special characters  
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legibility. These  
essentials of grid design  
are critical to the  
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The second edition of  
Steven W. Blume's  
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comprehensive treatment of  
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working in the electric

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power industry This book aims to give non-electrical professionals a fundamental understanding of large interconnected electrical power systems, better known as the "Power

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Grid", with regard to terminology, electrical concepts, design considerations, construction practices, industry standards, control room operations

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for both normal and emergency conditions, maintenance, consumption, telecommunications and safety. The text begins with an overview of the terminology and basic



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electrical concepts  
commonly used in the  
industry then it examines  
the generation,  
transmission and  
distribution of power.  
Other topics discussed

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include energy management, conservation of electrical energy, consumption characteristics and regulatory aspects to help readers understand modern electric power systems.

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power grid system Updated  
practical examples,  
photographs, drawing, and  
illustrations to help the  
reader gain a better  
understanding of the  
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supplementary reading”  
sections within most  
chapters to elaborate on  
certain concepts by  
providing additional  
detail or background  
Electric Power System

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Professional, Second  
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industry and entry-level  
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introduction to power  
technology in non-  
technical terms. Steve W.  
Blume is Founder of  
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specializing in power and  
a Bachelor's degree  
specializing in  
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electric power system  
basics to non-electrical  
professionals. Steve's  
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experience includes  
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their knowledge and skills through visual examples and hands-on activities that reinforce page layout and typography concepts. Side-by-side critiques of before-and-after page

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layouts help readers understand how to apply design principles to their own efforts and point the way to excellence in design. Important Notice: Media content referenced

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within the product description or the product text may not be available in the ebook version.

Basics Design: Grids aims to introduce the basic principles of grid usage



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in graphic design as practised by contemporary designers. Although these design principles have a long history, methods have been refined, improved and complemented many times,

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and this process continues today, as new technology creates new media contexts. The book is not intended to be a prescriptive guide to setting up and using

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grids. Instead it looks at the principles behind grid usage to give the reader the ability to tackle a wide variety of graphic design problems. The book's main message is

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that a static and repetitive approach to grid use does not result in effective and creative designs. By developing a clear understanding of the many facets of the grid,

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order can be delivered to a design but also ample opportunities for expression and creativity. The book also includes case studies juxtaposed with key creative

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'basics'. Contemporary work is supported by concise descriptions, technical expansions and diagrammatic visualisations, enabling the reader to fully

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illustrated with clear diagrams and inspiring imagery, it offers an essential exploration of the subject. This third edition has been updated to include 25 new images and 6 new case studies from Lundgren + Lindqvist, TwoPoints.Net, Bruce Mau Design, Non-Format, Mind Design and Plau.

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practical graphic design and layout guide that introduces concepts and practices necessary for producing effective visual communication across a variety of formats—from web to print. Sections on Gestalt theory, color theory, and WET layout are expanded to offer more

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in-depth content on those topics. This new edition features new covering current trends in web design—Mobile-first, UI/UX design, and web typography—and how they affect a designer's approach to a project. The entire book will receive an update using new examples and



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images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and advertising designs.

Our bestselling introduction to graphic design is now available in a revised and updated edition. In *Graphic Design: The New Basics*,

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bestselling author Ellen Lupton (Thinking with Type, Type on Screen) and design educator Jennifer Cole Phillips explain the key concepts of visual language that inform any work of design, from logo or letterhead to a complex website. Through visual

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grids to design multiple pages of the same publication- Design memorable logos and logotypes Every topic is explained through an analysis of good and bad examples, anecdotes and other instruction. The closing chapter discusses how all of the elements blend together,

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illustrated by a gallery of inspirational design work. A must for anyone who works in visual communication. Allison Goodman has been a practicing designer for twenty years in the fields of print, information and environment and digital design. A CD-ROM produced



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by her students received numerous awards, including the American Center for Design 100 Award and the Milia New Talent Award. She lives in Glendale, California.

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