

Read Online Design Basics Index A Graphic Designers Guide To Designing Effective Compositions Selecting Dynamic Components Amp Developing Creative Concepts Jim Krause

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Trying to give your blog extra visual impact? Need a new look for a personal, business, or community project? With this beginner's guide to graphic design, you'll be able to do this and much more. There have never been more opportunities to promote yourself online or in print, but to succeed you need to master the art of visual communication--combining the building blocks of type, image, and color into an appealing and accessible message. Graphic Design for Everyone is your guide right from the start of the process, showing you how to define your brand, your message, and your audience. Learn the basic principles and language of design and how to use the building blocks successfully. Find out how to create a brand plan, discover how a typeface sets the mood, and learn to use color theory for maximum impact. Gain inspiration from real-life examples in a wide range of styles, and workshops that help you focus on the right solutions for you. Once you've learned the basics, turn to the ten design projects

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to help you create your own designs. From business stationery to a printed brochure and online store, each project shows you how to assemble your design toolkit and use it for stunning results. And to complete the process, there's plenty of practical advice on publishing online, dealing with printers, and hiring professional designers. Whether you're a complete newcomer to design or ready to build on what you know, Graphic Design for Everyone is the only resource you'll ever need.

Provides both rich theory and powerful applications Figures are accompanied by code required to produce them Full color figures This updated, expanded, and oversized inspirational resource presents 1,100 color palettes, with light, bright, dark, and muted varieties for each one, making it the most expansive palette selection tool available. Color Index XL provides aspiring designers, artists, and creative individuals working with color with an indispensable, one-stop method for reviewing and selecting current, up-to-date color palettes for their creative projects. Designer and lecturer Jim Krause's classic resource is back with a new approach that presents each group of palettes in an oversized form for easy visual review, and bleeding to the edge of the page (edge indexing) for quick access. By providing variations for each palette, Krause ensures that creatives can find the best color selection for each project's needs.

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This book serves as the perfect resource for teachers, students, and professionals of all kinds in the art and design space who want to stay up-to-date on the ever-evolving trends in color.

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

Abduzeedo Inspiration Guide for Designers

Basic Cover

Graphic Design Basics

Graphic Design for Everyone

The Non-designer's Design Book

Basic Design Principles for Creating Web Sites

Basic Sign

Standards for the design of interior spaces should be based on the measurement of human beings and their perception of space, with special consideration for disabled, elderly, and children

"Basics" is a series about the basic disciplines of graphic design. The first installment in the series is about logos and is classified into three categories:

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graphics, typography and illustration. Basics-Logos features 2067 different logos developed by designers from around the world, showcasing a broad range of styles that enhance the book and make it both a compendium of visual input and a great source for inspiration.

"Visual Design speaks design, through design, to designers, presenting 95 core design principles with concise text and a touch of visual wit. Author of the bestselling Index series on design basics, Jim Krause uses a combination of Helvetica and Dingbats to teach a wide range of design topics (both conceptually and compositionally related) in a one-topic-per-spread format. Topics include how to fill the space, directing the eye of the viewer, considering style, color awareness, typography, infusing with intangibles and avoiding unsightliness. Using humor, practical tips, and inspiring visual examples, Krause makes it clear how each of the 95 axioms of effective design are relevant and applicable across all forms of visuals: print, Web, and fine arts. Jim Krause has worked as a designer and illustrator since 1982"--Provided by publisher.

This book demonstrates the step-by-step process involved in designing a Web site. Readers are assumed to be familiar with whatever Web publishing tool they are using. The guide gives few technical details but instead focuses on the usability, layout, and attractiveness of a Web site, with the goal being to make it as popular with the intended audience as possible. Considerations such as graphics,

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typography, and multimedia enhancements are discussed.

365 Essential Design Dos and Don'ts

Basics of Design: Layout & Typography for Beginners

Design for Communication

Design School: Layout

A Primer on Making Informative and Compelling Figures

Learning Web Design

Design Essentials Index

Once ideas and images come to mind, the next step in weaving your tapestry--interpreting these into effective compositions--may be challenging. Learn here, in ways that relate specifically to tapestry art, the design basics you need to make your best work. Renowned master weaver Scanlin offers 60 step-by-step "explorations" that lead you from understanding design concepts in your head to using them on your loom. Be inspired to explore "weavable" ways to manage line, shape, color, texture, emphasis, balance, rhythm, and more for results that bring your tapestries to a new level. In Part 1, dive into the fundamentals of design. Parts 2 and 3 hold explorations--exercises with a tapestry twist. Part 4 teaches ways to turn designs into cartoons. A resource treasure trove offers ideas for finishing tapestries (essential to the design's completeness), helpful templates, glossaries, and other core information to carry forward on your creative path.

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This engaging book presents the essential mathematics needed to describe, simulate, and render a 3D world. Reflecting both academic and in-the-trenches practical experience, the authors teach you how to describe objects and their positions, orientations, and trajectories in 3D using mathematics. The text provides an introduction to mathematics for game designers, including the fundamentals of coordinate spaces, vectors, and matrices. It also covers orientation in three dimensions, calculus and dynamics, graphics, and parametric curves.

Design Basics IndexHOW Books

Provides information on designing easy-to-use interfaces.

The Graphic Designer's Basic Guide to the Macintosh

Human Dimension & Interior Space

Over 1500 New Color Combinations. For Print and Web Media. CMYK and RGB Formulas.

A Source Book of Design Reference Standards

A Guide to Creating Iconic Brand Identities

A Practical Guide for Students and Designers

Basic Identity

A new edition of the market-leading guide to signage and wayfinding design This new edition of Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems has been fully updated to offer you the latest, most comprehensive

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coverage of the environmental design process—from research and design development to project execution. Utilizing a cross-disciplinary approach that makes the information relevant to architects, interior designers, landscape architects, graphic designers, and industrial designers alike, the book arms you with the skills needed to apply a standard, proven design process to large and small projects in an efficient and systematic manner. Environmental graphic design is the development of a visually cohesive graphic communication system for a given site within the built environment. Increasingly recognized as a contributor to well-being, safety, and security, EGD also extends and reinforces the brand experience. Signage and Wayfinding Design provides you with Chris Calori's proven "Signage Pyramid" method, which makes solving complex design problems in a comprehensive signage program easier than ever before. Features full-color design throughout with 100+ new images from real-world projects Provides an in-depth view of design thinking applied to the EGD process Explains the holistic development of sign information, graphic, and hardware systems. Outlines the latest sign material, lighting, graphic application, and digital communication technologies Highlights code and updated ADA considerations If you're a design professional tasked with communicating meaningful information in the built environment, this vital resource has you covered.

Aimed at designers and anyone who works with layout of magazines, newsletters, books, posters, or other media, this handbook has over a thousand line drawings that illustrate effective design devices, type treatment, and pictorial issues.

A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people

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attempting to design everything from newsletters to advertisements with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised and expanded classic includes a new chapter on designing with type, more quizzes and exercises, updated projects, and new visual and typographic examples that give the book a fresh, modern look. In *The Non-Designer's Design Book*, 4th Edition, Robin turns her attention to the basic principles that govern good design. Perfect for beginners, Robin boils great design into four easy-to-master principles: contrast, repetition, alignment, and proximity (C.R.A.P.!). Readers who follow her clearly explained concepts will produce more sophisticated and professional work immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap—which is just what audiences have come to expect from this bestselling author.

A new take on color combinations! *Color Index 2* contains hundreds of different color combinations, each with an accurate formula for both print and web use. You'll easily find the best colors for your piece with chapters organized by dominant hue, and with unique expansion palettes—sets of four related hues arranged from dark to light—that allow you to explore even more color combinations for limitless possibilities. Designers, illustrators, photographers and fine artists alike will find this book an indispensable tool when it comes to finding color-related ideas and solutions. A companion to its best-selling predecessor, *Color Index 2* offers even more colors and fresh new combinations of colors, making it easier than ever to create harmonious palettes for whatever project you're working on!

Tapestry Design Basics and Beyond

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Patterns for Effective Interaction Design

Planning and Weaving with Confidence

Design Basics Index

Graphic Design Cookbook

Basic Pack

A Visual Guide to the Language, Applications, and History of Graphic Design

"Basic is a series about the basic disciplines of graphic design with many examples in each area. The first instalment in the series was about Logos. The earlier books were about Packaging, Corporate Identity, Brochures, Promotions, Sign and Stationery. This new book, Basic Cover, as its name suggest, explores different kind of covers: in books, magazines, albums, catalogues, annual reports and newspapers."

How do designers get ideas? Many spend their time searching for clever combinations of forms, fonts, and colors inside the design annuals and monographs of other designers' work. For those looking to challenge the cut-and-paste mentality there are few resources that are both informative and inspirational. In Graphic Design: The New Basics, Ellen Lupton, best-selling author of such books as Thinking with Type and Design It Yourself, and design educator Jennifer Cole Phillips refocus design instruction on the study of the

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fundamentals of form in a critical, rigorous way informed by contemporary media, theory, and software systems

'Basic Sign' features different signage works and strategies developed by designers from around the world, showcasing a broad range of styles that enhance the book and make it both a compendium of visual input and a great source for inspiration.

GRAPHIC DESIGN BASICS combines design principles, history, and current technology to present students a comprehensive introduction to the field of graphic design. Keeping pace with rapid changes in the field of design, while maintaining a consistently high academic quality, the text emphasizes design structure, visual perception and digital design, with a wide range of visuals from throughout design history, as well as the latest contemporary illustrations. Each chapter provides assignments with student sample solutions and critique sections to help students apply the concepts and assess their work. This market leader's interwoven combination of concept, history, and practice rarely found in other graphic design texts has been enriched by integrating material specific to digital design. The accompanying Premium Website offers students bonus images, interviews with artists featured in the text, additional projects, studio techniques and research links. Important Notice: Media content referenced within the product

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

White Space Is Not Your Enemy

Logo Design Love

Color Index XL

Conceptual Graphic Design Basics

A Complete Guide to Creating Environmental Graphic Design Systems

Visual Design

The newest book in the Basic series, Basic Stationary explores various projects related to stationary design. The Basic series is about the basic disciplines of graphic design with many examples in each area. The first instalments in the series were Logos, Packaging, Corporate Identity, Brochures, Promotions and Sign. This new book, Basic Stationary, explores different stationary works from a variety of designers and studios. The book is divided into different categories. Within each category, you will find projects that show innovative and creative use of stationary.

100 Classic Graphic Design Journals surveys a unique collection of the most influential magazines devoted to graphic design, advertising, and typography. These journals together span over 100 years of the history of print design and chart the rise of graphic design from a necessary sideline to the printing industry to an autonomous creative profession. Each magazine is generously illustrated with a large selection of spreads and covers. A descriptive

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text based, where possible, on interviews with editors, designers, and publishers is also included for each magazine alongside comprehensively researched bibliographic material. The magazines featured cover a range of industries and eras, from advertising (Publimondial, La Pubblicità Italiana), posters (Das Plakat, Affiche), and typography (Typografische Monatsblätter, Typographica), to Art Nouveau (Bradley, His Book), Modernist design (Neue Grafik, ULM) and Post-Modern and contemporary graphics (Emigre, It's Nice That). These 100 journals offer an invaluable resource to historians and students of graphic design, and a rich seam of visual research and inspiration for graphic designers.

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line,

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Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-power of SVG graphics

GRAPHIC DESIGN SOLUTIONS, 6th EDITION, is the most comprehensive reference on graphic design for print and screen media. Author Robin Landa introduces principles of design and how they apply to the various graphic design disciplines, and major applications are explained and illustrated with professional work and diagrams. This text serves as a solid foundation for typographic design, advertising design and graphic design. In-depth coverage includes such topics as design principles, the design process, concept generation, branding and visual identity, design for web and mobile, package design, portfolio development, social media, ad campaigns and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Design and Typographic Principles for the Visual Novice

The Elements of Graphic Design

ggplot2

A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics

Designing Interfaces

Fundamentals of Data Visualization

The New Basics

Combining three invaluable, practical design books for idea-hungry designers, the Design Essentials Index offers designers solutions for everything from design basics to new systems for combining colors to an in depth examination of creative an practical applications of type. This uniquely designed box set includes Jim

Krause's best selling guides Design Basics Index, Type Idea Index and Color Index 2 to give designers a wealth of practical design info at their fingertips.

& break; & break; Design Basics Index- A guide to the basic building blocks of design and how to combine those elements to create head-turning work

& break; & break; Type Idea Index- An in-depth examination of creative and practical issues surrounding typography & break; & break; Color Index 2- Over 1500 new color combinations for print and web media

Basic Identity features different identities developed by designers from around the world, showcasing a broad range of styles that enhance the book and make it both a compendium of visual input and a great source for inspiration.

Brazilian designer Fábio Sasso, who has wildly popular design blog Abduzeedo, has created the definitive guide to design. This book features interviews with designers and offers tutorials on various design styles, an extension of what he does with his site abduzeedo.com. Each chapter addresses a particular style, e.g., Vintage, Neo-surrealism, Retro 80s, Light Effects, Collage, Vector, and starts off with an explanation about the style and techniques that go into that style. Next, the Abduzeedo Design Guide shows images from different visual artists illustrating each style. Fábio interviews a master of each style, such as, in the case of Retro Art, James White. Then he wraps up the chapter with a tutorial showing the elements and techniques for creating that style in Photoshop. Meant for beginning to intermediate designers as well as more experienced designers looking for inspiration, the book focuses on styles that can be applied both to web

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or print.

Complete coverage of basic design principles illustrated by student examples
Design for Communication offers a unique approach to mastering the basic design principles, conceptual problem-solving methods, and critical-thinking skills that distinguish graphic designers from desktop technicians. This book presents forty-two basic to advanced graphic design and typography assignments collaboratively written by college educators to teach the fundamental processes, concepts, and techniques through hands-on applications. Each assignment is illustrated with actual student solutions, and each includes a process narrative and an educator's critical analysis revealing the reasoning behind the creative strategies employed by each individual student solution. Assignments are organized from basic to advanced within six sections: * The elements and principles of design * Typography as image * Creative word play * Word and image * Grid and visual hierarchy * Visual advocacy
Design for Communication is a highly visual resource of instruction, information, ideas, and inspiration for students and professionals.

Color Index 2

Real-Time Rendering

Basic Stationary

100 Classic Graphic Design Journals

Signage and Wayfinding Design

Mix & Match Recipes for Faster, Better Layouts

Graphic Design, Referenced

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This classic introduction to high-impact page design is now fully updated for a new generation of designers. *Basics of Design: Layout and Typography for Beginners* demystifies the design process with straightforward and complete explanations of the fundamental principles that create first-rate visual design. Readers learn essential design terminology and develop 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 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 within the product description or the product text may not be available in the ebook version.

Design School: Layout is an instructive guide for students, recent graduates, and self-taught designers. It provides a comprehensive introduction to creating and changing layouts: a crucially important skill that underpins practically every aspect of graphic design. You'll get in-depth analysis of all the major areas of theory and practice used by experienced professional designers. Each section provides explanation and visual examples of grid systems and in-depth discussion of compositional principles and strategies. The text is interspersed with tests designed to help you retain key points you've

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covered in the preceding spreads, and includes illustrations sections with real world scenarios. This in-depth guide avoids the temptation to stray into other areas of design technique, preferring to cover the essential, detailed skills of the professional graphic designer to arm you with the knowledge needed for a successful start to your chosen career.

A guide to using the Macintosh as a graphic design tool outlines a plan for replacing studio tools and techniques with the computer system

Effective visualization is the best way to communicate information from the increasingly large and complex datasets in the natural and social sciences. But with the increasing power of visualization software today, scientists, engineers, and business analysts often have to navigate a bewildering array of visualization choices and options. This practical book takes you through many commonly encountered visualization problems, and it provides guidelines on how to turn large datasets into clear and compelling figures. What visualization type is best for the story you want to tell? How do you make informative figures that are visually pleasing? Author Claus O. Wilke teaches you the elements most critical to successful data visualization. Explore the basic concepts of color as a tool to highlight, distinguish, or represent a value Understand the importance

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of redundant coding to ensure you provide key information in multiple ways Use the book's visualizations directory, a graphical guide to commonly used types of data visualizations Get extensive examples of good and bad figures Learn how to use figures in a document or report and how employ them effectively to tell a compelling story

Optimizing the User Experience

A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design

3D Math Primer for Graphics and Game Development, 2nd Edition

Web Style Guide

Designing Web Navigation

Graphic Design Rules

Elegant Graphics for Data Analysis

DON'T use comic sans (except ironically!) but DO worship the classic typefaces like Helvetica and Garamond. Graphic Design Rules is a handy guide for professional graphic designers, students, and laymen who incorporate graphic design into their job or small business. Packed with practical advice, this spirited collection of design dos and don'ts takes readers through 365 rules like knowing when to use a modular grid—and when to throw the grid out the window. All designers will

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appreciate tips and lessons from these highly accomplished authors, who draw on years of experience to help you create good design.

Master the 3 C's of Head-Turning Design! Cover your basics with the book that covers everything from typography and color to layout and business issues! Jim Krause, author of the popular 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 you're a new, mid-level or experienced designer who is brainstorming ideas or finalizing your presentation, this handy-to-use, take-it-with-you book will instruct and inspire you to new heights of

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This very popular design book has been wholly revised and expanded to feature a new dimension of inspiring and counterintuitive ideas to thinking about graphic design relationships. The Elements of Graphic Design, Second Edition is now in full color in a larger, 8 x 10-inch trim size, and contains 40 percent more content and over 750 images to enhance and better clarify the concepts in this thought-provoking resource. The second edition also includes a new section on Web design; new discussions of modularity, framing, motion and time, rules of randomness, and numerous quotes supported by images and biographies. This pioneering work provides designers, art directors, and students--regardless of experience--with a unique approach to successful design. Veteran designer and educator Alex. W. White has assembled a wealth of information and examples in his exploration of what makes visual design stunning and easy to read. Readers will discover White's four elements of graphic design, including how to: define and reveal dominant images, words, and concepts; use scale, color, and position to guide the viewer through levels of importance; employ white

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space as a significant component of design and not merely as background; and use display and text type for maximum comprehension and value to the reader. Offering a new way to think about and use the four design elements, this book is certain to inspire better design. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

White Space Is Not Your Enemy is a 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

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theory, and WET layout are expanded to offer more 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 images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and advertising designs.

Graphic Design Solutions

Occupational Outlook Handbook

Basic Logos

More Than 1,100 New Palettes with CMYK and RGB Formulas for Designers and Artists

Graphic Design

A comprehensive guide to graphic design and print.

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology—it's about the ways people find information, and how you guide them.

Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, Designing Web Navigation offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book:

- Provides the foundations of web navigation and offers a framework for navigation design**
- Paints a broad picture of web navigation and basic human information behavior**
- Demonstrates how navigation reflects brand and affects site credibility**
- Helps you understand the problem you're trying to solve before you set out to design**
- Thoroughly reviews the mechanisms and different types of navigation**
- Explores "information scent" and "information shape"**
- Explains "persuasive" architecture and other design concepts**
- Covers special contexts, such as navigation design for web applications**
- Includes an entire chapter on tagging**

While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

Basic is a series about the basic disciplines of graphic design. The first installment in the series was about logos. The second one is about Packaging and is classified into seven categories: food & beverage, health & beauty, entertainment, industrial, fashion,

office and home . Basic Pack features different packs developed by designers from around the world, showcasing a broad range of styles that enhance the book and make it both a compendium of visual input and a great source for inspiration.

Thoroughly revised, this third edition focuses on modern techniques used to generate synthetic three-dimensional images in a fraction of a second. With the advent of programmable shaders, a wide variety of new algorithms have arisen and evolved over the past few years. This edition discusses current, practical rendering methods used in games and other applications. It also presents a solid theoretical framework and relevant mathematics for the field of interactive computer graphics, all in an approachable style. The authors have made the figures used in the book available for download for fair use.:Download Figures. Reviews Rendering has been a required reference for professional graphics practitioners for nearly a decade. This latest edition is as relevant as ever, covering topics from essential mathematical foundations to advanced techniques used by today's cutting edge games. -- Gabe Newell, President, Valve, May 2008 Rendering ... has been completely revised and revamped for its updated third edition, which focuses on modern techniques used to generate three-dimensional images in a fraction of the time old processes took. From practical rendering for games to math and details for better interactive applications, it's not to be missed. -- The Bookwatch, November 2008 You'll get brilliantly lucid explanations of concepts like vertex morphing and variance shadow mapping—as well as a new respect for the incredible craftsmanship that goes into today's PC games. -- Logan Decker, PC Gamer Magazine , February 2009