



Pantone: Colors

White Space Is Not Your Enemy

Fhip Color Guide

für professionelle Einsteiger

The Science and Applications of Microbial Genomics

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 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.

1. Import multiple digital originals, create silhouettes, and use layers to build composite images such as a full-color magazine ad. 2. Combine images; apply various filters, adjustments, and patterns; and manipulate masks and channels to create artistic effects for a series of art-quality posters. 3. Produce special text-based effects with layers, masking, and selection techniques to design an appealing book cover. 4. Retouch photos to correct physical damage, lighting problems, and color errors using dozens of special filters to control every aspect of an image. 5. Create and composite complex selections and work with spot channels to build an attractive catalog cover. 6. Transform original photos to remove background elements, warp images to provide three-dimensional perspective, and apply sophisticated lighting effects to unify composite images for advertisements. 7. Render life-like paintings from line-art originals using Photoshop's remarkable combination of brushes, transparencies, and blending modes. 8. Generate and publish an industry-compliant web page that incorporates interactive buttons, animated images, and sliced artwork ready to be used by site-development technicians. 9. Work efficiently and rapidly by customizing your workspace, using shortcuts where appropriate, and automating repetitive tasks when possible.

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 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.

InDesign CS5

Adobe InDesign CS4

Adobe Photoshop CS5

Metallics Guide

Adobe Illustrator CS 5 pāfekuto masutā

Photoshop CS 4 Extended CS 3 CS 2 CS taiō : Windows Macintosh taiō

Ansprechend aufgemachte Einf ü hrung in das Bildbearbeitungsprogramm. Neben verst ä ndlichen Erl ä uterungen der Funktionalit ä ten ebnen Praxisworkshops den Weg in die rasche Umsetzung.