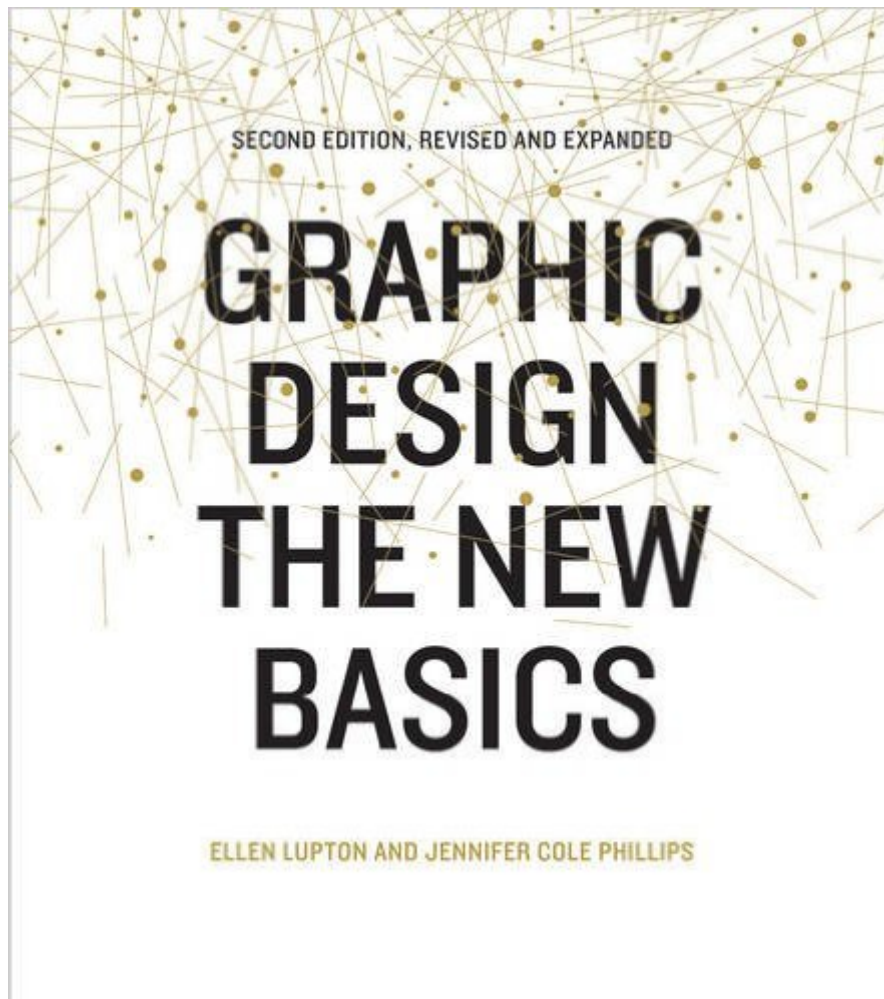# Graphic Design: The New Basics: Second Edition, Revised And Expanded

Synopsis

Our bestselling introduction to graphic design is now available in a revised and updated edition. In Graphic Design: The New Basics, 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 demonstrations and concise commentary, students and professionals explore the formal elements of twodimensional design, such as point, line, plane, scale, hierarchy, layers, and transparency.This revised edition replaces sixty-four pages of the original publication with new content, including new chapters on visualizing data, typography, modes of representation, and Gestalt principles, and adds sixteen pages of new student and professional work covering such topics as working with grids and designing with color.

Book Information

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Customer Reviews

This book is a perfect foundation for a person looking to get into graphic design. It provides visual and written feedback in a perfect synthesis, although there is minor things I wish it did better.GOOD: It touches on essential graphic design principles.Whether you're a marketer or a undercover artist, this book provides a basic understanding of the graphic design field. It touches on typography, heiararchy, colors, layers and more! The introduction is engaging and sets the tone of the rest of the book, and the literature is well versed and informative without having to worry about not knowing graphic design lingo.GREAT: It provides wonderful examples that will inspire your inner artist.I like to pick up this book and look for inspiration. The art covers everything from user interface design (UI) to print design. While you may not know what your style is as a graphic design artist, this book

will shed light on styles that may interest you.IMPROVEMENTS: It could go more in depth in certain areas.This book was a pleasure to read, but it was almost as if the section ended right when I wanted to dive into a topic more. That is the problem with having a book that covers the basics; It will occasionally fail to provide detailed information in certain areas. Suggesting it as an improvement does my opinion more justice rather than saying it's a downfall. This book has the basics covered.Conclusion: I don't know how many graphic design books I've been through that had horrible graphic design in them, but this book was a beautiful blend of information and visual examples. Maybe you're not an artist or maybe you are, this book will help you interpret the art you see in a world where graphic design is ubiquitous.

Truth is I don't like to read.I used to study graphic design during my communication studies -and it was just plain text books. I never understood how I was supposed to understand design from plain text books.This book is visually enthusing and it was a pleasure going trough it.They have some really great pointers in the book.And they really designed the book very well.

This is a very good introduction to many of the basic concepts of contemporary design. Each section (be it texture, hierarchy, color, rhythm and balance,...) is a relatively short overview of the concept, followed by many diverse and well crafted examples to compare and contrast. If you're looking for an general design book to start with, this one is pretty solid. From this you can figure out what topics you want to launch into more in depth. Maybe Gestalt principles are inspiring you. Or possibly the Grid.

This is a very comprehensive book on design. If you are new to design this is a great book to get the basic principals. If you are a seasoned designer this give great new insights into the principals you use everyday. I found it enlighten get and struggling at the same time. It help me remember some princpals I had forgotten.Great book.

This book is a cohesive introduction to graphic design. I am considering using it to teach my intro design classes in college. I highly recommend it to anyone interested in designing or teaching design. The only thing I would change is to add assignment ideas.

Was required for a class, very thorough.

I thought at first it's was the wrong version but found out it was right.Overall it's very informative compared to the pink covered version.

It's a textbook. My son needed it for a college class. He liked the e-book version enough that he also wanted the hard copy. He says it is well-written and very useful.

Graphic Design: The New Basics: Second Edition, Revised and Expanded Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels)) "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Graphic Design hc: The New Basics Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Clathrate Hydrates of Natural Gases, Second Edition, Revised and Expanded (Chemical Industries) Laboratory Techniques in Electroanalytical Chemistry, Second Edition, Revised and Expanded Statistics for Six Sigma Made Easy! Revised and Expanded Second Edition Narrative Form: Revised and Expanded Second Edition The 4-Hour Workweek, Expanded and Updated: Expanded and Updated, With Over 100 New Pages of Cutting-Edge Content. Baby Sign Language Basics: Early Communication for Hearing Babies and Toddlers, New & Expanded Edition How to Be a Graphic Designer without Losing Your Soul (New Expanded Edition) Hollow City: The Graphic Novel: The Second Novel of Miss Peregrine's Peculiar Children (Miss Peregrine's Peculiar Children: The Graphic Novel) The Design of Everyday Things: Revised and Expanded Edition The New Social Story Book, Revised and Expanded 15th Anniversary Edition: Over 150 Social Stories that Teach Everyday Social Skills to Children and Adults with Autism and their Peers Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design Native Indian Wild Game, Fish, and Wild Foods Cookbook: New Revised and Expanded Edition (Cooking) How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations, revised and expanded new edition, with a foreword by Richard St. John and an afterword by Simon Sinek Old Testament Parallels (New Revised and Expanded Third Edition): Laws and Stories from the Ancient Near East Solve Your Child's Sleep Problems: New, Revised, and Expanded Edition