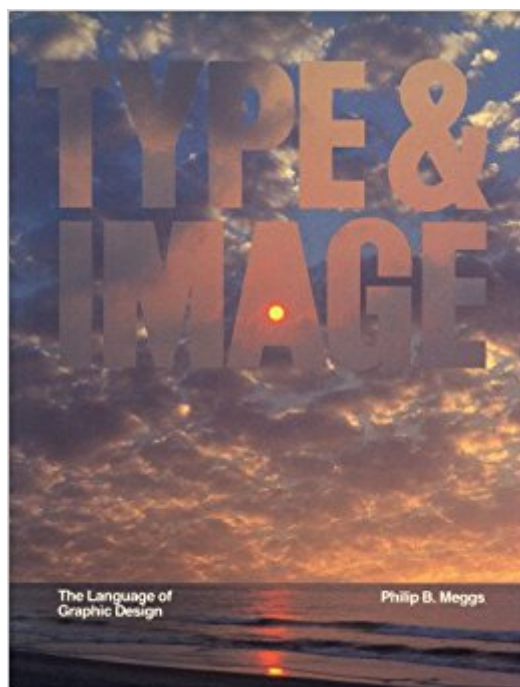


The book was found

# Type & Image: The Language Of Graphic Design



## Synopsis

Dust jacket notes: "What is the essence of graphic design? How do graphic designers solve problems, organize space, and imbue their work with those visual and symbolic qualities that enable it to convey visual and verbal information with expression and clarity? The extraordinary flowering of graphic design in our time, as a potent means for communication and a major component of our visual culture, increases the need for designers, clients, and students to comprehend its nature. In this lively and lavishly illustrated book, the author reveals the very essence of graphic design. The elements that combine to form a design-- signs, symbols, words, pictures, and supporting forms--are analyzed and explained. Graphic design's ability to function as language, and the innovative ways that designers combine words and pictures, are discussed. While all visual arts share common spatial properties, the author demonstrates that graphic space has unique characteristics that are determined by its communicative function. Graphic designs can have visual and symbolic properties which empower them to communicate with deep expression and meaning. The author defines this property as graphic resonance and explains how it occurs. After defining design as a problem-solving process, a model for this process is developed and illustrated by an in-depth analysis of actual case histories. This book will provide insight and inspiration for everyone who is interested or involved in graphic communications. While most materials about form and meaning in design have a European origin, this volume is based on the dynamic and expressive graphic design of America. The reader will find inspiration, hundreds of exciting examples by many of America's outstanding graphic designers, and keen insights in Type and Image."

## Book Information

Hardcover: 208 pages

Publisher: Van Nostrand Reinhold; 1st edition (1989)

Language: English

ISBN-10: 0442258461

ISBN-13: 978-0442258467

Package Dimensions: 11.1 x 8.7 x 0.9 inches

Shipping Weight: 2.7 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #329,024 in Books (See Top 100 in Books) #143 in [Books > Computers & Technology > Graphics & Design > Desktop Publishing](#) #154 in [Books > Arts & Photography > Graphic Design > Typography](#) #2987 in [Books > Arts & Photography > Architecture](#)

## Customer Reviews

Dust jacket notes: "What is the essence of graphic design? How do graphic designers solve problems, organize space, and imbue their work with those visual and symbolic qualities that enable it to convey visual and verbal information with expression and clarity? The extraordinary flowering of graphic design in our time, as a potent means for communication and a major component of our visual culture, increases the need for designers, clients, and students to comprehend its nature. In this lively and lavishly illustrated book, the author reveals the very essence of graphic design. The elements that combine to form a design-- signs, symbols, words, pictures, and supporting forms--are analyzed and explained. Graphic design's ability to function as language, and the innovative ways that designers combine words and pictures, are discussed. While all visual arts share common spatial properties, the author demonstrates that graphic space has unique characteristics that are determined by its communicative function. Graphic designs can have visual and symbolic properties which empower them to communicate with deep expression and meaning. The author defines this property as graphic resonance and explains how it occurs. After defining design as a problem-solving process, a model for this process is developed and illustrated by an in-depth analysis of actual case histories. This book will provide insight and inspiration for everyone who is interested or involved in graphic communications. While most materials about form and meaning in design have a European origin, this volume is based on the dynamic and expressive graphic design of America. The reader will find inspiration, hundreds of exciting examples by many of America's outstanding graphic designers, and keen insights in Type and Image."

Good.

[Download to continue reading...](#)

BLOOD TYPE DIET : Eat recipes according to blood type(blood diet,blood type diet o,blood type diet b,blood type cookbook,blood type a diet,blood type a cookbook,blood type ab,blood type book)  
Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills)  
Type 2 Diabetes:The Type 2 Diabetes Guide With Powerful Type 2 Diabetes Tips (Free Checklist Included)[Type 2 Diabetes, Type 2 Diabetes Cure,Type 2 Diabetes Diet, Diabetes Diet, Diabetes Magazine]  
TYPE 2 DIABETES DESTROYER: The Secret to REVERSE Type 2 Diabetes, 3 Proven Steps to Reverse Type-2 Diabetes in 11 Days (Diabetes type 2, Diabetes, diabetes ... DIABETES,diabetic cookbook,type 2 diabetes) Diabetes: Fight It with the Blood Type Diet: The

Individualized Plan for Preventing and Treating Diabetes (Type I, Type II) and Pre-Diabetes (Dr. ...  
Eat Right 4 Your Type Health Library) Type & Image: The Language of Graphic Design  
TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and  
Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists,  
Illustrator, Adobe) Imagery and Disease: Image-Ca, Image-Sp, Image-Db : A Diagnostic Tool for  
Behavioral Medicine The Body Image Workbook for Teens: Activities to Help Girls Develop a  
Healthy Body Image in an Image-Obsessed World Graphic Design, Referenced: A Visual Guide to  
the Language, Applications, and History of Graphic Design Eat Right 4 Your Type Personalized  
Cookbook Type O: 150+ Healthy Recipes For Your Blood Type Diet Eat Right 4 Your Type  
Personalized Cookbook Type A: 150+ Healthy Recipes For Your Blood Type Diet Eat Right 4 Your  
Type Personalized Cookbook Type B: 150+ Healthy Recipes For Your Blood Type Diet BLOOD  
TYPE DIET FOR BEGINNERS: Your Guide To Eat Right 4 Your Type And Lose Up To A Pound A  
Day: Lose Weight Fast, Look Healthy With Your Blood Type O, A, B And AB Eat Right 4 Your Type  
Personalized Cookbook Type AB: 150+ Healthy Recipes For Your Blood Type Diet Eat Right For  
Your Blood Type: A Guide to Healthy Blood Type Diet, Understand What to Eat According to Your  
Blood Type BLOOD TYPE DIET: EAT RIGHT FOR YOUR BLOOD TYPE FOOD AND  
SUPPLEMENTS FOR TYPE A BLOOD TYPE DIET: EAT RIGHT FOR YOUR BLOOD TYPE FOOD  
AND SUPPLEMENTS FOR TYPE O Step by Step passing the EPA 608 certification exam,  
including the Core, Type I, Type II, and Type III test with practice questions British Guided Missile  
Destroyers: County-class, Type 82, Type 42 and Type 45 (New Vanguard)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)