Get Free Visual Design Jim Krause Pdf For Free

Design Basics Index Visual Design The Logo Brainstorm Book *Layout Index Color for Designers* Creative Sparks **Idea Index** *D30 - Exercises for Designers* **Color Index XL The Designer's Ultimate Index Lessons in Typography** The Designer's Complete Index Color Index 2 Design Essentials Index *Type Idea Index Color Inspirations* **From Concept to Form in Landscape Design** Color for Design and Art *Index Basic-Design The Shape of Green* Photo Idea Index - People 2000 Colour Combinations Recycling and Redesigning Logos Graphic Design Design Essentials Index **Process Color Manual Color Index - Revised Edition** Photo Idea Index *Complete Color Index* **Pro-Level Photography for Graphic Designers Infinite Jest** *Photo Idea Index - Things Graphic Design Theory The Life and Times of the Comox Valley Region of Vancouver Island, British Columbia, Canada* **Freehand Drawing and Discovery** *Graphic Design Cookbook* **Seventy-nine Short Essays on Design Green** The Elements of Graphic Design **Colour Index 2**

Graphic Design Mar 02 2021 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 fundamentals of form in a critical, rigorous way informed by contemporary media, theory, and software systems

Design Essentials Index Feb 01 2021 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

Graphic Design Cookbook Feb 19 2020 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.

Complete Color Index Sep 27 2020 With over 2600 color combinations, this set is all you'll need for solutions to your color problems! It contains the original best-selling Color Index and Color Index 2, and together they comprise the most comprehensive color-selection tool out there. Providing multiple palette possibilities for every project, this complete collection is an indispensable tool for designers, illustrators, photographers, crafters, fine artists and others. Each color palette includes a swatch, an example of the colors used in a design, and accurate CMYK and RGB formulas, making it easy for you to find appropriate colors and implement them immediately. The palettes in Color Index are divided into categories based on the moods they evoke, while the palettes in Color Index 2 are based on color families. No matter your preferred method for searching, you'll be able to easily reference hundreds of hues at a glance.

2000 Colour Combinations May 04 2021 A rich resource for all designers looking for inspiration and guidance on colour combinations. 2000 colour combinations are provided here with their RGB readings (for web designers) and also the CMYK readings (for designers working in print).

Photo Idea Index Oct 29 2020 Not Your Typical Digital Photography Book Photo Idea Index is a "what if" book intended to supercharge the creative passion and technical savvy of both designers and photographers. Whether you're an amateur or a seasoned pro, this book will expand your vision of the world and provide you with hundreds of ideas and tips designed to strengthen your ability to capture and create images that are intriguing, technically sound and aesthetically attractive. What's more, every image inside Photo Idea Index was created specifically for this book (no stock photos!) using modestly priced cameras and equipment that are readily available to those of us without mega-amounts of cash to spend. Photo Idea Index is truly a one-of-a kind resource for image-makers of today.

Design Essentials Index Jan 12 2022 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. Design Basics Index- A guide to the basic building blocks of design and how to combine those elements to create head-turning work Type Idea Index- An in-depth examination of creative and practical issues surrounding typography Color Index 2- Over 1500 new color combinations for print and web media

Freehand Drawing and Discovery Mar 22 2020 Features access to video tutorials! Designed to help architects, planners, and landscape architects use freehand sketching to quickly and creatively generate design concepts, Freehand Drawing and Discovery uses an array of cross-disciplinary examples to help readers develop their drawing skills. Taking a "both/and" approach, this book provides step-by-step guidance on drawing tools and techniques and offers practical suggestions on how to use these skills in conjunction with digital tools on real-world projects. Illustrated with nearly 300 full color drawings, the book includes a series of video demonstrations that reinforces the sketching techniques.

Green Dec 19 2019 In this beautiful and richly illustrated book, the acclaimed author of Blue and Black presents a fascinating and revealing history of the color green in European societies from prehistoric times to today. Examining the evolving place of green in art, clothes, literature, religion, science, and everyday life, Michel Pastoureau traces how culture has profoundly changed the perception and meaning of the color over millennia—and how we misread cultural, social, and art history when we assume that colors have always signified what they do today. Filled with entertaining and enlightening anecdotes, Green shows that the color has been ambivalent: a symbol of life, luck, and hope, but also disorder, greed, poison, and the devil. Chemically unstable, green pigments were long difficult to produce and even harder to fix. Not surprisingly, the color has been associated with all that is changeable and fleeting: childhood, love, and money. Only in the Romantic period did green definitively become the color of nature. Pastoureau also explains why the color was connected with the Roman emperor Nero, how it became the color of Islam, why Goethe believed it was the color of the middle class, why some nineteenth-century scholars speculated that the ancient Greeks couldn’t see green, and how the color was denigrated by Kandinsky and the Bauhaus. More broadly, Green demonstrates that the history of the color is, to a large degree, one of dramatic reversal: long absent, ignored, or rejected, green today has become a ubiquitous and soothing presence as the symbol of environmental causes and the mission to save the planet. With its striking design and compelling text, Green will delight anyone who is interested in history, culture, art, fashion, or media.

Index Basic-Design Aug 07 2021

Creative Sparks Sep 20 2022 How creative can you be? You don't turn off the creative juices when you punch out for the day. That's because, for you, creativity is more than just a job - it's a passion. Even so, everyone needs a boost now and then. Creative Sparks shows you how to ignite your design ingenuity 24/7. Jim Krause provides the friction with 150+ mind-bending concepts, images and exercises that will help you: Maximize your professional success Find new sources of inspiration and encouragement Make your time at work more productive Uncover the secrets of creative fulfillment Bottom line: Creative Sparks will have an explosive impact on your designs - and your life.

Layout Index Nov 22 2022 Idea Index kick-started a revolution in graphic design books, unique in size, feel—and most important—wealth of ideas. Layout Index is the next step, a compendium of layout idea-generators that will help designers explore multiple possibilities for visual treatments each time they turn the page. The visual and textual suggestions are divided into eight major areas, including newsletters, flyers, posters, brochures, advertising, stationery, page layout, and Web pages.

Visual Design Jan 24 2023 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. 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. In this book, you’ll learn how to: • Direct the eye through your designs using size relationships, color, visual pathways, and typographic hints • Design effective compositions through grids, frames, outlines, dynamic spacing, symmetry, asymmetry, shading, patterns, and textures • Fool the eye with shadows, depth, op-art, and visual subtraction • Understand how color works and how to use it effectively • See and use type by understanding type rules as well as when and how to break them Visual Design is the first title in the brand new New Riders Creative Core series, which aims to provide instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals.

D30 - Exercises for Designers Jul 18 2022 Instructive and enlightening. Fun, too. D30 is a workout book. In addition to dozens of readily applicable tips, tricks and informational tidbits, D30 contains thirty exercises designed to develop and strengthen the creative powers of graphic designers, artists and photographers in a variety of intriguing and fun ways. What will you need to begin? Not much. Most of the book's step-by-step projects call for setting aside an hour or two, rolling up your sleeves and grabbing art supplies that are probably already stashed somewhere in your home or studio--things like pens, drawing and watercolor paper, India ink, paint, scissors and glue. Digital cameras and computers are also employed for several of the exercises but--and this should be welcome news to those readers who spend their days looking at computer monitors--the majority of the book's activities make use of traditional media to illuminate creative techniques and visual strategies that can be applied to media of all sorts. Thumb through the book (or look at the samples posted on JimKrauseDesign.com) and see for yourself!

The Logo Brainstorm Book Dec 23 2022 Don't Wait for Inspiration to Strike Whether you're facing a new logo project or you've reached a block in your current work, The Logo Brainstorm Book will inspire you to consider fresh creative approaches that will spark

appealing, functional and enduring design solutions. Award-winning designer Jim Krause (author of the popular Index series) offers a smart, systemic exploration of different kinds of logos and logo elements, including: Symbols Monograms Typographic Logos Type and Symbol Combinations Emblems Color Palettes Through a combination of original, visual idea-starters and boundary-pushing exercises, The Logo Brainstorm Book will help you develop raw logo concepts into presentation-ready material.

Type Idea Index Dec 11 2021 Type Idea Index is a tool - an idea-generating, horizon-expanding, knowledge-broadening power-tool that can be used to boost the creative output of designers, illustrators and anyone else who uses type. The basic principle behind Type Idea Index is simple: ideas breed ideas. If you are looking for new ways of employing type in your works of art and design (or new twists to apply to your current typographic techniques), check out Type Idea Index. You'll find yourself face-to-face with 650+ custom-created, idea-sparking examples of typography and type-intensive design. For maximum user-friendliness, these samples are organized according to the theme they express (Energy, Elegance, Order, Rebellion) and the sort of real-world application they relate to (initials, monograms, logos, headlines, paragraphs). Expand your knowledge of type and brainstorm for ideas every time you design with letters and words. Type Idea Index is the sixth installment in the best-selling, globally popular Index series by Jim Krause.

Color for Designers Oct 21 2022 Most of today’s books on color lean in one of two directions: toward heavy-handed theory-speak or toward ready-to-use palettes that will likely be out-of-step before the book has received its first coffee stain. Color For Designers leans in neither direction, instead choosing to simply tell it like it is while bringing home the timeless thinking behind effective color selection and palette building. In this fundamental guide to understanding and working with color, bestselling author Jim Krause starts out by explaining the basics with an introduction to the color wheel, hue, saturation, value, and more. He then dives deeper into the practical application of color with instruction on how to alter hues, create palettes, target themes, paint with color, use digital color, and accurately output your colorful creations to print. The book is set up in easy-to-digest spreads that are straight-to-the-point, fun to read, and delightfully visual. Color For Designers–releasing on the heels of its companion volume, Visual Design–is the second book in the New Riders Creative Core series, which aims to provide instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals.

Color Inspirations Nov 10 2021 "Color Inspirations contains some of the very best color palettes from the popular website COLOURlovers.com, organized by color family in a logical, easy-to-use format. In this complete reference, you'll discover 3,286 fresh, inspiring color palettes--ready to be applied to your latest design or project and complete with accurate CMYK, RGB and HEX values. In fact, you can use the included CD to import any color palette into your design software immediately. This comprehensive book also includes a brief primer on color theory and an inspiration section that will help you discover new color combinations in the world around you. It contains everything you need to find the best color palettes for your project in a snap."--Publisher description.

Pro-Level Photography for Graphic Designers Aug 27 2020

Color for Design and Art Sep 08 2021 Color for Design and Art removes the mystery from color theory, showing artists and nonartists alike how to confidently choose, apply, and modify palettes of eye-catching hues. Jim Krause is a designer, a photographer, and an illustrator. He is also the author of 17 books, including Color for Designers and Color Index, part of his famed Index series of design books. In this course, Jim explains the essential components of color theory in simple language, showing how hues can be assembled into good-looking palettes and how you can use your design and illustration software to apply colors to logos, layouts, and illustrations. The training provides clear advice on how to create color schemes based on current trends and the tastes of different target audiences. Jim also shows how color can attract attention and affect mood and meaning. Primarily aimed at designers and illustrators, the course leans heavily toward digital tools such as Photoshop and Illustrator, but concludes with some challenges using real-world media (inks and paints!), so members can get a solid understanding of mixing colors and what tools and combinations work best.

Infinite Jest Jul 26 2020 'A writer of virtuostic talents who can seemingly do anything' New York Times 'Wallace is a superb comedian of culture . . . his exuberance and intellectual impishness are a delight' James Wood, Guardian 'He induces the kind of laughter which, when read in bed with a sleeping partner, wakes said sleeping partner up . . . He's damn good' Nicholas Lezard, Guardian 'One of the best books about addiction and recovery to appear in recent memory' Sunday Times Somewhere in the not-so-distant future the residents of Ennet House, a Boston halfway house for recovering addicts, and students at the nearby Enfield Tennis Academy are ensnared in the search for the master copy of Infinite Jest, a movie said to be so dangerously entertaining its viewers become entranced and expire in a state of catatonic bliss . . .

The Designer's Ultimate Index May 16 2022 The Complete Toolkit for Designers In this handy case, you'll find three bestselling books from designer, photographer and illustrator Jim Krause. They contain all the inspiration you'll need to come up with brilliant new design solutions. Layout Index: Break through design dilemmas to create eye-catching layouts with ease. Layout Index contains hundreds of visual and written idea generators for bold graphics and creative solutions that can be used to design stunning brochures, ads, web pages, stationery, posters, flyers and more. Color Index, Revised Edition: With more than 1,100 color combinations, updated RGB formulas, and downloadable digital swatches, Color Index, Revised Edition makes picking the perfect color scheme more efficient than ever before. Palettes can be imported into a variety of programs, including Illustrator, InDesign and Photoshop. Type Idea Index: Type Idea Index features 650+ custom-created examples of typography and type-intensive design, organized according to the theme they express (energy, elegance, order, rebellion, etc.) and the real-world application they relate to (initials, monograms, logos, headlines, paragraphs, etc.).

Idea Index Aug 19 2022 Sit! Stay! Be Creative! It's tough to be creative on command. And with deadlines looming, you can't wait for inspiration to strike. That's where Idea Index comes in. Don't let the small size fool you. Inside you'll discover thousands of big ideas for graphic effects and type treatmnts — via hundreds of prompts designed to stimulate, quicken and expand your creative thinking. Use Idea Index to brainstorm ideas, to unclog your mind, and to explore different looks and approaches. The Idea Index — instant creative genius when you need it most!

Color Index - Revised Edition Nov 29 2020 Now with digital color swatches! Let Color Index, Revised Edition turbo-charge your creativity all over again for any print or web project. With more than 1100 color combinations, updated RGB formulas, and downloadable digital swatches, this new edition is guaranteed to help you pick the perfect color palette more efficiently than ever before. From progressive colors to natural tones, Color Index, Revised Edition makes choosing hues for any job easy! You'll start working with color in exciting new ways to create original, eye-catching designs that pop off the page. Just look through the book, find a palette that works for your project and then import it into whatever program you're using—Illustrator, InDesign or Photoshop. It's never been easier. So go ahead. Explore and experiment with color. Now you've got everything you need, right in the palm of your hand.

The Shape of Green Jul 06 2021 Does going green change the face of design or only its content? The first book to outline principles for the aesthetics of sustainable design, The Shape of Green argues that beauty is inherent to sustainability, for how things look and feel is as important as how they’re made. In addition to examining what makes something attractive or emotionally pleasing, Hosey connects these questions with practical design challenges. Can the shape of a car make it more aerodynamic and more attractive at the same time? Could buildings be constructed of porous materials that simultaneously clean the air and soothe the skin? Can cities become verdant, productive landscapes instead of wastelands of concrete? Drawing from a wealth of scientific research, Hosey demonstrates that form and image can enhance conservation, comfort, and community at every scale of design, from products to buildings to cities. Fully embracing the principles of ecology could revolutionize every aspect of design, in substance and in style. Aesthetic attraction isn’t a superficial concern — it’s an environmental imperative. Beauty could save the planet.

The Designer's Complete Index Mar 14 2022 Creative. Powerful. Inspiring. Real. This set contains three practical design books for idea-hungry designers. Idea Index - Thousands of ideas for graphic effects and type treatments and stimulating prompts for when you need them most. Color Index - Over 1100 color combinations, formulas, techniques and examples for exploring color in both print and web. Makes choosing hues easy! Layout Index - Hundreds of visual and written idea generators for bold graphics and creative solutions, no matter what your layout challenge.

Photo Idea Index - Things Jun 24 2020 Discover the things around you through the eye of your camera Photo Idea Index: Things is a photography book unlike any other. Rather than focusing on the "how to" aspects of digital photography, author Jim Krause focuses on the "what if" aspects. You'll learn how to use your camera to explore the world around you from different perspectives and how to capture awe-inspiring digital images. For inspiration, you'll find a vast assortment of photos of household objects, plants, animals, machines, architectural details, treasure and trash. Krause shares his shooting techniques—both on-site and post-shooting digital treatments—so you can train your eyes to look for situations that will allow you to capture shots and create remarkable compositions.

Color Index XL Jun 17 2022 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. 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.

The Elements of Graphic Design Nov 17 2019 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 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.

Colour Index 2 Oct 17 2019 'Colour Index 2' is a wealth of colourful creativity at a glance, containing over 1500 colour combinations and formulas to help you solve design dilemmas and create more effective graphics.

Design Basics Index Feb 25 2023 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 creativity.
Color Index 2 Feb 13 2022 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!
Process Color Manual Dec 31 2020 Due to demand Computer Color has been revised and expanded and now features 14,000 more process colours. A perforated card is included to facilitate matching colours and the book is spiral-bound for ease of use.
Seventy-nine Short Essays on Design Jan 20 2020 Seventy-nine Short Essays on Design brings together the best of designer Michael Bierut's critical writing—serious or humorous, flattering or biting, but always on the mark. Bierut is widely considered the finest observer on design writing today. Covering topics as diverse as Twyla Tharp and ITC Garamond, Bierut's intelligent and accessible texts pull design culture into crisp focus. He touches on classics, like Massimo Vignelli and the cover of The Catcher in the Rye, as well as newcomers, like McSweeney's Quarterly Concern and color-coded terrorism alert levels. Along the way Nabakov's Pale Fire; Eero Saarinen; the paper clip; Celebration, Florida; the planet Saturn; the ClearRx pill bottle; and paper architecture all fall under his pen. His experience as a design practitioner informs his writing and gives it truth. In Seventy-nine Short Essays on Design, designers and nondesigners alike can share and revel in his insights.
Photo Idea Index - People Jun 05 2021 Rethink, revitalize and reinvent the way you shoot portraits. Photo Idea Index: People is a photography book unlike any other. Rather than focusing on the "how to" aspects of digital photography, author Jim Krause focuses on the "what if" aspects. You'll learn how to use your camera to photograph people around you from different perspectives and how to capture personal, beautiful digital images. You'll learn how subtle variations in setting, lighting, props and digital manipulation can change the look of an image dramatically. Krause shares his shooting techniques—both on-site and post-shooting digital treatments—so you can train your eyes to look for situations that will allow you to capture unique shots and create remarkable compositions.
Graphic Design Theory May 24 2020 Graphic Design Theory is organized in three sections: "Creating the Field" traces the evolution of graphic design over the course of the early 1900s, including influential avant-garde ideas of futurism, constructivism, and the Bauhaus; "Building on Success" covers the mid- to late twentieth century and considers the International Style, modernism, and postmodernism; and "Mapping the Future" opens at the end of the last century and includes current discussions on legibility, social responsibility, and new media. Striking color images illustrate each of the movements discussed and demonstrate the ongoing relationship between theory and practice. A brief commentary prefaces each text, providing a cultural and historical framework through which the work can be evaluated. Authors include such influential designers as Herbert Bayer, L'szlo Moholy-Nagy, Karl Gerstner, Katherine McCoy, Michael Rock, Lev Manovich, Ellen Lupton, and Lorraine Wild. Additional features include a timeline, glossary, and bibliography for further reading. A must-have survey for graduate and undergraduate courses in design history, theory, and contemporary issues, Graphic Design Theory invites designers and interested readers of all levels to plunge into the world of design discourse.
The Life and Times of the Comox Valley Region of Vancouver Island, British Columbia, Canada Apr 22 2020
From Concept to Form in Landscape Design Oct 09 2021 One of the most difficult tasks for a designer is to translate concepts into specific and detailed organizations of space. From Concept to Form in Landscape Design, Second Edition provides vital, functional techniques that make the transformation easier and more effective. This perceptive resource examines both traditional and nontraditional methods of landscape design, providing the conceptual and philosophical foundations for ideas and their visual expression. The revised and expanded Second Edition includes: * A new chapter dealing with the creative thought process for generating ideas * Precise case studies showing sequential form evolution * Hundreds of detailed photographs to assist in visualizing various techniques * Inspiring images from nature for naturalistic form development * Atypical design examples as impetus for innovation * Accompanying web site with projects for classroom students and self-learners alike From Concept to Form in Landscape Design, Second Edition presents the landscape transformation process in a highly visual manner, creating both a vivid learning experience for students and a useful toolbox for working designers. Replete with compelling, valuable, and accessible insights for designing outdoor spaces, Reid's book is an ideal blend of inspiration and application.
Recycling and Redesigning Logos Apr 03 2021 Redesigns are part of every designer’s repertoire, but sometimes getting inspired or motivated to redesign an existing logo can be challenging and cumbersome. The goal of maintaining equity by using existing elements in new ways and combining them with new elements is akin to the task of “recycling” In other words – how do designers improve and recreate identities without throwing out the usable stuff that is makes up the existing brand? Recycling and Redesigning Logos demonstrates the strategies and processes of successful redesigns and shows readers how to build on the equity the brand already retains to create a fresh look. The case studies feature before and afters of the logos and discuss why the redesign was necessary and demonstrate how to reuse, reformat and build on the ingredients, materials and essence that is already there.
Lessons in Typography Apr 15 2022 Get hands on with type in this lesson-based addition to Jim Krause’s popular new Creative Core series on design fundamentals. In Lessons in Typography, you’ll learn the basics of identifying, choosing, and using typefaces and immediately put that knowledge to work through a collection of exercises designed to deepen and expand your typographic skills. After a crash course in type terminology, you’re encouraged to walk the talk with lessons and exercises on creating type-based logos, crafting personal emblems, choosing and using the right fonts for layouts, designing your own fonts, fine-tuning text like a professional, hand lettering, and more. Krause uses practical advice, humor, and page after page of visual examples to give you a complete education in designing with type that you can read in a matter of hours and continue to learn from over the course of your career. In Lessons in Typography, you’ll learn how to: Identify and discuss fonts like a design professional Choose and combine fonts effectively for use in your projects and layouts Create monograms and logos using existing typefaces and custom-built letterforms Modify fonts to meet your design’s specific needs Space letters properly using tracking, kerning, and leading and create eye-pleasing layouts Lessons in Typography is the third book in the New Riders Creative Core series, which provides instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals. Additional titles in the series include Visual Design and Color for Designers.

interforma.com.pt