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# Basics of Design: Layout & Typography for Beginners (Design Concepts)

By Lisa Graham



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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.



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*By Lisa Graham*

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## **Basics of Design: Layout & Typography for Beginners (Design Concepts) By Lisa Graham Bibliography**

- Sales Rank: #305712 in Books
- Brand: Cengage Learning
- Published on: 2005-06-13
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: .55" h x 7.38" w x 9.26" l, 1.50 pounds
- Binding: Paperback
- 320 pages

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#### **About the Author**

Lisa Graham is an Associate Professor of Graphic Design at the University of Texas at Arlington. She is a recipient of the Illumina Teaching Award, a national teaching award honoring design professors presented by the American Institute of Graphic Arts and The Justice Organization. Her illustrations have appeared in the MIT publications, Computer Music Journal, Leonardo, and Terra Nova. Ms. Graham has produced a wide range of graphic designs, illustrations, and informational graphics for clients in the fashion, high-tech, energy, military, and geology industries.

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