

INTERNATIONAL STUDENT EDITION

graphic
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basics

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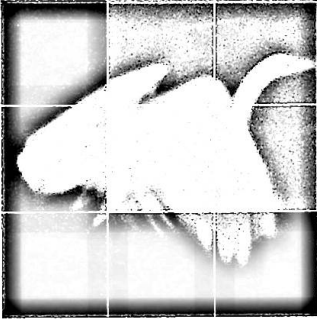


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Fifth Edition

Graphic Design Basics



Emerita

AMY E. ARNTSON

University of Wisconsin–Whitewater

THU VIEN TRUONG-DHSPKT

SKN 008691

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Amy E. Arntson

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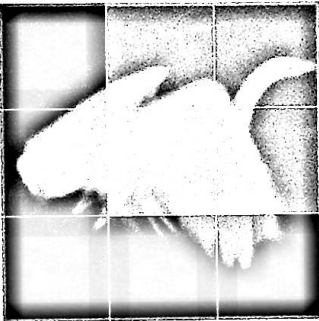
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*To those special students, friends, and teachers
who make learning a joyful process.*

Preface

P



Graphic Design Basics introduces students to an exciting and demanding field. Design is linked tightly to society as it both reflects and helps to shape the world around us. Designers are part of this dynamic, important process. To enter this field requires discipline-specific information, hands-on practice, and an understanding of time-honored principles. The fifth edition of this text continues to weave a concern for design principles with specialized information about applications in the field of graphic design.

Following in the tradition of the previous editions of *Graphic Design Basics*, the fifth edition offers students a comprehensive introduction to the field of graphic design that stresses theory and creative development. This edition includes additional beautiful, full-color visuals that reflect many stylistic directions. The size of the text has been increased to allow for larger images, and the fifth edition offers an increased number of color images. The designs and illustrations are chosen from some of the best work in historical and contemporary design. Although graphic styles are constantly evolving, the structural underpinnings of good design remain constant. Their application leads to successful design solutions.

The tools of the graphic design field are changing quickly, offering opportunities for new complexities of creation and delivery of content. The fifth edition of *Graphic Design Basics* integrates background information about computer graphics throughout the text and provides a guide to generating successful files for electronic prepress. It also interweaves samples of successful Web design throughout the chapters. "Digital Focus" boxes have been added throughout the text to highlight the importance of the computer in graphic design.

The pedagogical features in *Graphic Design Basics* are useful for both students and instructors. Each chapter of the fifth edition begins with "Terminology" and "Key Points" to prepare students to get the most out of the material. The terminology and glossary introduce and explain theoretical and technical terms, while the bibliography opens the door to further discoveries and is helpfully arranged by chapter. The accompanying Web site (http://art.wadsworth.com/arntson_gdb5e) includes links for additional exploration as well as free clip art for practice.

Graphic Design Basics introduces both the form and the function of graphic design. It works well for courses in the field of design, as well as related courses dealing with visual communication and advertising. Updated projects and exercises challenge students to internalize the lessons in the text and to learn by doing. Goals and objectives for exercises as well as suggestions for critique help students get the most out of these exercises. Written and oral presentations are emphasized.

Major changes to the body of the text include enlarged sections on graphic design history, computer graphics, and the increased presence of Web design.

Color is introduced earlier in the text. Chapters 1 and 2 present an introduction to the design process and to the field of design history. Chapters 3, 4, and 5 discuss the vital principles of visual percep-

tion, dynamic balance, and gestalt, and how they relate to graphic design.

Chapters 6 and 7 focus on principles and practices of text and layout design in both print and Web applications. Traditional and electronic color are discussed in Chapter 8 with information about the application of color theory on and off the computer. Illustration and photography are presented in Chapter 9, with samples of a wide variety of digital and analog artwork. Chapter 10 gives an overview of the goals, media, and methods of advertising design.

Chapter 11 discusses the process of getting a design successfully into print, with a step-by-step guide for electronic prepress. Chapter 12 gives an overview of preparing files for the Web, and compares the similarities and differences between print and Web design.

Thank you to the following reviewers for their help in preparing this edition: Joyce Drewanz, Anne Arundel Community College; Lynn Damberger, North Central State College; Christopher W. Tompkins, Norfolk State University; Elizabeth Fomin, University of Michigan–Dearborn; Rosanne Gibel, Art Institute of Fort Lauderdale; and James R. Chisholm, North Shore Community College.

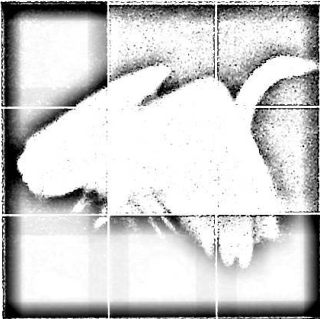
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ABOUT THE AUTHOR

Amy E. Arntson is a Professor Emerita at the University of Wisconsin–Whitewater, where she taught art, design, and computer graphics for over twenty years. Her artwork is exhibited nationally and internationally. Her presentations on the nature of design and perception have been given in Europe, Scandinavia, Central and South America, China, and the United States. Currently a full-time artist, Professor Arntson is also the author of *Digital Design Basics*.

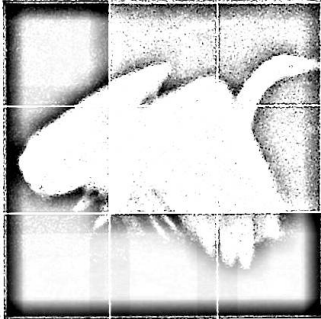


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