

Richard Poulin

the
of
language
graphic design

An
Illustrated
Handbook
for
Understanding
Fundamental
Design
Principles

rockport

The Language of Graphic Design is a visual resource of the basic tenets of graphic design which will be continually referred to for essential information, inspiration, and guidance.

This book includes work by some of the most successful and renowned practitioners from around the world and illustrates how they have applied these fundamental elements and principles to their work. By examining both student and professional work, this comprehensive handbook is a more meaningful, memorable, and inspiring reference tool for novice design students, young designers starting their professional careers, and seasoned design practitioners.

Each of the twenty-six chapters—a nod to the English language alphabet—includes a historical graphic design benchmark to illustrate each element or principle being explored and why it is important. When carefully considered and utilized together, they allow graphic designers to communicate in an accessible, universal, visual language.

Chapters such as Point, Line, Shape, Light, Color, Balance, Contrast, and Proportion are a graphic designer's vocabulary for giving voice and, ultimately, meaning to any visual communication.

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