

Digital Design Theory Readings From The Field Design Briefs

An exploration of how design might be led by marginalized communities, dismantle structural inequality, and advance collective liberation and ecological survival. What is the relationship between design, power, and social justice? “Design justice” is an approach to design that is led by marginalized communities and that aims explicitly to challenge, rather than reproduce, structural inequalities. It has emerged from a growing community of designers in various fields who work closely with social movements and community-based organizations around the world. This book explores the theory and practice of design justice, demonstrates how universalist design principles and practices erase certain groups of people—specifically, those who are intersectionally disadvantaged or multiply burdened under the matrix of domination (white supremacist heteropatriarchy, ableism, capitalism, and settler colonialism)—and invites readers to “build a better world, a world where many worlds fit; linked worlds of collective liberation and ecological sustainability.” Along the way, the book documents a multitude of real-world community-led design practices, each grounded in a particular social movement. Design Justice goes beyond recent calls for design for good, user-centered design, and employment diversity in the technology and design professions; it connects design to larger struggles for collective liberation and ecological survival.

Molly Bang's brilliant, insightful, and accessible treatise is now revised and expanded for its 25th anniversary. Bang's powerful ideas—about how the visual composition of images works to engage the emotions, and how the elements of an artwork can give it the power to tell a story—remain unparalleled in their simplicity and genius. Why are diagonals dramatic? Why are curves calming? Why does red feel hot and blue feel cold? First published in 1991, *Picture This* has changed the way artists, illustrators, reviewers, critics, and readers look at and understand art.

If the aim of graphic design is to communicate meaning clearly, there's an irony that the field itself has struggled between two contradictory opposites: rote design resulting from a rigorous, fixed set of rules, and eccentric design that expresses the hand of the artist but fails to communicate with its audience. But what if designers focused on process and critical analysis over visual outcome? Through a carefully selected collection of more than seventy-five seminal texts spanning centuries and bridging the disciplines of art, architecture, design history, philosophy, and cultural theory, *Graphic Design Discourse: Evolving Theories, Ideologies, and Processes of Visual Communication* establishes a new paradigm for graphic design methodologies for the twenty-first century. This illuminating anthology is essential reading for practicing designers, educators, and students trying to understand how to design in a singular, expressive way without forgoing clear and concise visual communication.

Modern Digital Design and Switching Theory is an important text that focuses on promoting an understanding of digital logic and the computer programs used in the minimization of logic expressions. Several computer approaches are explained at an elementary level, including the Quine-McCluskey method as applied to single and multiple output functions, the Shannon expansion approach to multilevel logic, the Directed Search Algorithm, and the method of Consensus. Chapters 9 and 10 offer an introduction to current research in field programmable devices and multilevel logic synthesis. Chapter 9 covers more advanced topics in programmed logic devices, including techniques for input decoding and Field-Programmable Gate Arrays (FPGAs). Chapter 10 includes a discussion of boolean division, kernels and factoring, boolean tree structures, rectangle covering, binary decision diagrams, and if-then-else operators. Computer algorithms covered in these two chapters include weak division, iterative weak division, and kernel extraction by tabular methods and by rectangle covering theory. *Modern Digital Design and Switching Theory* is an excellent textbook for electrical and computer engineering students, in addition to a worthwhile reference for professionals working with integrated circuits.

Core Concepts for Digital Design

Designing with the Body

Principles of Organizing Type

The Computer Aided Engineering Design Series

Digital Foundations

Graphic Design Theory

Community-Led Practices to Build the Worlds We Need

Interaction design that entails a qualitative shift from a symbolic, language-oriented stance to an experiential stance that encompasses the entire design and use cycle. With the rise of ubiquitous technology, data-driven design, and the Internet of Things, our interactions and interfaces with technology are about to change dramatically, incorporating such emerging technologies as shape-changing interfaces, wearables, and movement-tracking apps. A successful interactive tool will allow the user to engage in a smooth, embodied, interaction, creating an intimate correspondence between users' actions and system response. And yet, as Kristina Höök points out, current design methods emphasize symbolic, language-oriented, and predominantly visual interactions. In *Designing with the Body*, Höök proposes a qualitative shift in interaction design to an experiential, felt, aesthetic stance that encompasses the entire design and use cycle. Höök calls this new approach soma design; it is a process that reincorporates body and movement into a design regime that has long privileged language and logic. Soma design offers an alternative to the aggressive, rapid design processes that dominate commercial interaction design; it allows (and requires) a slow, thoughtful process that takes into account fundamental human values. She argues that this new approach will yield better products and create healthier, more sustainable companies. Höök outlines the theory underlying soma design and describes motivations, methods, and tools. She offers examples of soma design “encounters” and an account of her own design process. She concludes with “A Soma Design Manifesto,” which challenges interaction designers to “restart” their field—to focus on bodies and perception rather than reasoning and intellect.

Published on the occasion of an exhibition held at the Walker Art Center, Minneapolis, Minn. and four other institutions between Oct. 22, 2011 and Dec. 2013.

Big Data, Big Design provides designers with the tools they need to harness the potential of machine learning and put it to use for good through thoughtful, human-centered, intentional design. Enter the world of Machine Learning (ML) and

Artificial Intelligence (AI) through a design lens in this thoughtful handbook of practical skills, technical knowledge, interviews, essays, and theory, written specifically for designers. Gain an understanding of the design opportunities and design biases that arise when using predictive algorithms. Learn how to place design principles and cultural context at the heart of AI and ML through real-life case studies and examples. This portable, accessible guide will give beginners and more advanced AI and ML users the confidence to make reasoned, thoughtful decisions when implementing ML design solutions.

Digital technology has not only revolutionized the way designers work, but also the kinds of designs they produce. The development of the computer as a design environment has encouraged a new breed of digital designer; keen to explore the unique creative potential of the computer as an input/output device. Data-driven Graphic Design introduces the creative potential of computational data and how it can be used to inform and create everything from typography, print and moving graphics to interactive design and physical installations. Using code as a creative environment allows designers to step outside the boundaries of commercial software tools, and create a set of unique, digitally informed pieces of work. The use of code offers a new way of thinking about and creating design for the digital environment. Each chapter outlines key concepts and techniques, before exploring a range of innovative projects through case studies and interviews with the artists and designers who created them. These provide an inspirational, real-world context for every technique. Finally each chapter concludes with a Code section, guiding you through the process of experimenting with each technique yourself (with sample projects and code examples using the popular Processing language supplied online to get you started).

A Critical Guide for Designers, Writers, Developers, and Students

Untold Stories of Women in Graphic Design History

Green Graphic Design

Design and Typographic Principles for the Visual Novice

Reading Graphic Design in Cultural Context

Design and Theory

Laws of UX

Focused on the field of knowledge lying between digital and analog circuit theory, this new text will help engineers working with digital systems shorten their product development cycles and help fix their latest design problems. The scope of the material covered includes signal reflection, crosstalk, and noise problems which occur in high speed digital machines (above 10 megahertz). This volume will be of practical use to digital logic designers, staff and senior communications scientists, and all those interested in digital design.

An introduction to a broad range of topics in deep learning, covering mathematical and conceptual background, deep learning techniques used in industry, and research perspectives. "Written by three experts in the field, Deep Learning is the only comprehensive book on the subject." —Elon Musk, cochair of OpenAI; cofounder and CEO of Tesla and SpaceX
Deep learning is a form of machine learning that enables computers to learn from experience and understand the world in terms of a hierarchy of concepts. Because the computer gathers knowledge from experience, there is no need for a human computer operator to formally specify all the knowledge that the computer needs. The hierarchy of concepts allows the computer to learn complicated concepts by building them out of simpler ones; a graph of these hierarchies would be many layers deep. This book introduces a broad range of topics in deep learning. The text offers mathematical and conceptual background, covering relevant concepts in linear algebra, probability theory and information theory, numerical computation, and machine learning. It describes deep learning techniques used by practitioners in industry, including deep feedforward networks, regularization, optimization algorithms, convolutional networks, sequence modeling, and practical methodology; and it surveys such applications as natural language processing, speech recognition, computer vision, online recommendation systems, bioinformatics, and videogames. Finally, the book offers research perspectives, covering such theoretical topics as linear factor models, autoencoders, representation learning, structured probabilistic models, Monte Carlo methods, the partition function, approximate inference, and deep generative models. Deep Learning can be used by undergraduate or graduate students planning careers in either industry or research, and by software engineers who want to begin using deep learning in their products or platforms. A website offers supplementary material for both readers and instructors.

Key words, chapter highlights, and chapter summaries make it easy to identify core concepts of each chapter --

Reading Graphic Design in Cultural Context explains key ways of understanding and interpreting the graphic designs we see all around us, in advertising, branding, packaging and fashion. It situates these designs in their cultural and social contexts. Drawing examples from a range of design genres, leading design historians Grace Lees-Maffei and Nicolas P. Maffei explain theories of semiotics, postmodernism and globalisation, and consider issues and debates within visual communication theory such as legibility, the relationship of word and image, gender and identity, and the impact of digital forms on design. Their discussion takes in well-known brands like Alessi, Nike, Unilever and Tate, and everyday designed things including slogan t-shirts, car advertising, ebooks, corporate logos, posters and music packaging.

The Theory and Practice of Motion Design

Graphic Design Discourse

100 Ways to Design Better Desktop, Web, and Mobile Interfaces

Visual Research: An Introduction to Research Methodologies in Graphic Design

A Semiotic Theory for Graphic Design

High-speed Digital Design

Deep Learning

Creativity is no longer the sole territory of the designer and other creative professionals. Amateurs are drawn to websites such as Flickr, Threadless, WordPress, YouTube, Etsy, and Lulu, approaching design with the expectation that they will fill in the content

Never has user-driven design been easier for the public to generate and distribute. How will such a fundamental shift toward user-driven creation affect the design industry? Designing for Participatory Culture considers historical and contemporary models of user-driven design that provide ideas for harnessing user-generated content through participatory design. The authors discuss how designers can harness a new breed of widely distributed amateur creatives rather than be overrun by them. DPC challenges designers to transform amateurs into users, and completed layouts into open-ended systems. The book opens with an introductory essay entitled 'Ceding Control' which explores the general concept of participatory culture and the resulting emergence of systems-oriented models of co-creation. Chapters Modularity, Flexibility, Community, and Technology explore the various approaches to participatory design through case studies, essays, case studies, and interviews with leading designers in the field.

A comprehensive guide to UI design, providing key features and functional requirements, best practices and design guidelines for the components of the user experience of the application, illustrated with "live" case study examples.

Meredith Davis draws on her many years' experience teaching graphic design students to explain complex theories with total clarity, encouraging readers to evaluate existing design work critically, and to use theoretical frameworks to enhance their own studio work. Although grid systems are the foundation for almost all typographic design, they are often associated with rigid, formulaic solutions. However, the belief that all great design is nonetheless based on grid systems (even if only subverted ones) suggests that few designers truly understand the complexities and potential riches of grid composition.

The Art of Failure

The Principles and Practice of Graphic Design

Wireless Digital Communications

Evolving Theories, Ideologies, and Processes of Visual Communication

Design Theory and Methods using CAD/CAE

Now in Production

Multimedia Foundations

Fuses design fundamentals and software training into one cohesive book ! The only book to teach Bauhaus design principles alongside basic digital tools of Adobe's Creative Suite, including the recently released Adobe Creative Suite 4. Addresses the growing trend of compressing design fundamentals and design software into the same course in universities and design trade schools. Lessons are timed to be used in 50-minute class sessions.

Digital Foundations uses formal exercises of the Bauhaus to teach the Adobe Creative Suite. All students of digital design and production—whether learning in a classroom or on their own—need to understand the basic principles of design in order to implement them using current software. Far too often design is left out of books that teach software. Consequently, the design software training exercise is often a lost opportunity for visual learning. Digital Foundations reinvigorates software training by integrating Bauhaus design exercises into tutorials fusing design fundamentals and core Adobe Creative Suite methodologies. The result is a cohesive learning experience. Design topics and principles include: Composition; Symmetry and Asymmetry; Gestalt; Appropriation; The Bauhaus Basic Course Approach; Color Theory; The Grid; Scale, Hierarchy and Collage; Tonal Range; Elements of Motion. Digital Foundations is an AIGA Design Press book, published under Peachpit's New Riders imprint in partnership with AIGA, the professional association for design.

Introduces students to the various aspects of the graphic design. This title provides a fresh introduction to the key elements of the discipline and looks at the following topics: design thinking, format, layout, grids, typography, colour, image and print and finish.

The all-inclusive guide—from theory to practice—for print and Web design Any well-conceived print or Web design features the dynamic interplay between visual artistry and technical skill. It becomes important, therefore, for the designer to cultivate an aesthetic eye as well as develop a high degree of computer savvy. By combining basic theory with hands-on technique, Digital Design for Print and Web takes the unique approach of uniting two subjects traditionally approached separately into one complete volume. As a result, you will gain a clearer understanding of the entire creative process, from project management to working with graphics to designing for print and, ultimately, the Web. In this book, you'll find: Full-color text and illustrated, step-by-step instruction supported by more than 75 video tutorials Coverage of professional software including the Adobe Creative Suite A wide variety of inspirational images from well-known designers Online full-length project assignments from entry level to advanced An ideal resource for design students or practitioners, Digital Design for Print and Web will show you how to create more effectively and guide you on the path toward digital design mastery.

This accessible book demonstrates how ideas influenced and defined graphic design. Lavishly illustrated, it is both a great source of inspiration and a provocative record of some of the best examples of graphic design from the last hundred years. The entries, arranged broadly in chronological order, range from technical (overprinting, rub-on designs, split fountain); to stylistic (swashes on caps, loud typography, and white space); to objects (dust jackets, design handbooks); and methods (paper cut-outs, pixelation).

A Handbook of Black Magic

Digital Design Essentials

Grid Systems in Graphic Design

Type on Screen

How to Create Human-Centered Products and Services

Why Designers Should Care about Artificial Intelligence

Grid Systems

A leader in the field of green graphic design explains how to incorporate a series of simple, eco-friendly changes in selecting paper, printing methods, binding, packaging, shipping, and budgeting that can provide increased profit, creativity, and meaning in any design project, in a

volume that includes extensive listings of Web sites, paper suppliers, and other resources. Original.

This collection offers an expansive, multiplatform exploration of the rapidly-expanding area of motion design and motion graphics, taking into account both theoretical questions and creative professional practice. Spanning interaction design, product interfaces, kinetic data visualizations, typography, TV and film title design, brand building, narrative storytelling, history, exhibits and environments, editors R. Brian Stone and Leah Wahlin offer an interdisciplinary range of academic essays and professional interviews that together form a dialogue between motion design theory and professional practice. Written for both those critically engaged with motion design as well as those working or aspiring to work professionally in the field, the book features a range of international contributors and interviews with some of the best-known designers in the field, including Kyle Cooper, Karin Fong, and Daniel Alenquer. *The Theory and Practice of Motion Design* seeks to illuminate the diverse, interdisciplinary field of motion design by offering a structured examination of how motion design has evolved, what forces define our current understanding and implementation of motion design, and how we can plan for and imagine the future of motion design as it unfolds.

Digital Design Theory bridges the gap between the discourse of print design and interactive experience by examining the impact of computation on the field of design. As graphic design moves from the creation of closed, static objects to the development of open, interactive frameworks, designers seek to understand their own rapidly shifting profession. Helen Armstrong's carefully curated introduction to groundbreaking primary texts, from the 1960s to the present, provides the background necessary for an understanding of digital design vocabulary and thought. Accessible essays from designers and programmers are by influential figures such as Ladislav Sutnar, Bruno Munari, Wim Crouwel, Sol LeWitt, Muriel Cooper, Zuzana Licko, Rudy VanderLans, John Maeda, Paola Antonelli, Luna Maurer, and Keetra Dean Dixon. Their topics range from graphic design's fascination with programmatic design, to early strivings for an authentic digital aesthetic, to the move from object-based design and to experience-based design. Accompanying commentary assesses the relevance of each excerpt to the working and intellectual life of designers.

"*Theory of Type Design* by internationally renowned type designer Gerard Unger is the first comprehensive theory of typeface design. This volume consists of 24 concise chapters, each clearly describing a different aspect of type design, from the influence of language to today's digital developments, from how our eyes and brain process letterforms to their power of expression. This splendid book includes more than 200 illustrations and practical examples that illuminate the theoretical material. The terminology is succinctly explained in the volume's extensive glossary. The theory is internationally orientated and relevant for typography courses, professionals and those with a general interest in text and reading all over the world." --Publisher description.

Digital Design for Print and Web

Graphic Design School

Digital Design, Preview Ed.

The Non-designer's Design Book

Second Edition

Creative Coding for Visual Communication

FireSigns

Graphic Design School allows students to develop core competencies while understanding how these fundamentals translate into new and evolving media. With examples from magazines, websites, books, and mobile devices, the Fifth Edition provides an overview of the visual communications profession, with a new focus on the intersection of design specialties. A brand-new section on web and interactivity covers topics such as web tools, coding requirements, information architecture, web design and layout, mobile device composition, app design, CMS, designing for social media, and SEO.

Semiotics concepts from a design perspective, offering the foundation for a coherent theory of graphic design as well as conceptual tools for practicing designers. Graphic design has been an academic discipline since the post-World War II era, but it has yet to develop a coherent theoretical foundation. Instead, it proceeds through styles, genres, and imitation, drawing on sources that range from the Bauhaus to deconstructionism. In *FireSigns*, Steven Skaggs offers the foundation for a semiotic theory of graphic design, exploring semiotic concepts from design and studio art perspectives and offering useful conceptual tools for practicing designers. Semiotics is the study of signs and significations; graphic design creates visual signs meant to create a certain effect in the mind (a "FireSign"). Skaggs provides a network of explicit concepts and terminology for a practice that has made implicit use of semiotics without knowing it. He offers an overview of the metaphysics of visual perception and the notion of visual entities, and, drawing on the pragmatic semiotics of the philosopher Charles Sanders Peirce, looks at visual experience as a product of the action of signs. He introduces three conceptual tools for analyzing works of graphic design—semantic profiles, the functional matrix, and the visual gamut—that allow visual "personality types" to emerge and enable a greater understanding of the range of possibilities for visual elements. Finally, he applies these tools to specific analyses of typography.

Baseline Shift captures the untold stories of women across time who used graphic design to earn a living while changing the world. *Baseline Shift* centers diverse women across backgrounds whose work has shaped, shifted, and formed graphic design as we know it today. From an interdisciplinary book designer and calligrapher during Harlem's Renaissance, to the invisible drafters of Monotype's drawing office, the women represented here include auteurs, advocates for social justice, and creators ahead of their time. The fifteen essays in this illustrated collection come from contributors with a variety of backgrounds and perspectives. *Baseline Shift* is essential reading for students and practitioners of graphic design, as well as anyone with an interest in women's history.

Digital Design provides a modern approach to learning the increasingly important topic of digital systems design. The text's focus on register-transfer-level design and present-day applications not only leads to a better appreciation of computers and of today's ubiquitous digital devices, but also provides for a better understanding of careers involving digital design and embedded system design.1. Introduction2. Combinational Logic Design3. Sequential Logic Design-Controllers4. Datapath Components5. Register-Transfer Level (RTL) Design6. Optimizations and Tradeoffs7. Physical Implementation8.

Programmable Processors9. Hardware Description Languages

Digital Design Theory

Critical Perspectives and Professional Practice

Readings from the Field

Intro to Media Design with the Adobe Creative Suite

Designing for the Digital Age

Somaesthetic Interaction Design

Baseline Shift

*The long awaited follow-up to our all-time bestseller *Thinking with Type* is here. *Type on Screen* is the definitive guide to using classic typographic concepts of form and structure to make dynamic compositions for screen-based applications. Covering a broad range of technologies—from electronic publications and websites to videos and mobile devices—this hands-on primer presents the latest information available to help designers make critical creative decisions, including how to choose typefaces for the screen, how to style beautiful, functional text and navigation, how to apply principles of animation to text, and how to generate new forms and experiences with code-based operations. *Type on Screen* is an essential design tool for anyone seeking clear and focused guidance about typography for the digital age.*

*An exploration of why we play video games despite the fact that we are almost certain to feel unhappy when we fail at them. We may think of video games as being "fun," but in *The Art of Failure*, Jesper Juul claims that this is almost entirely mistaken. When we play video games, our facial*

expressions are rarely those of happiness or bliss. Instead, we frown, grimace, and shout in frustration as we lose, or die, or fail to advance to the next level. Humans may have a fundamental desire to succeed and feel competent, but game players choose to engage in an activity in which they are nearly certain to fail and feel incompetent. So why do we play video games even though they make us unhappy? Juul examines this paradox. In video games, as in tragic works of art, literature, theater, and cinema, it seems that we want to experience unpleasantness even if we also dislike it. Reader or audience reaction to tragedy is often explained as catharsis, as a purging of negative emotions. But, Juul points out, this doesn't seem to be the case for video game players. Games do not purge us of unpleasant emotions; they produce them in the first place. What, then, does failure in video game playing do? Juul argues that failure in a game is unique in that when you fail in a game, you (not a character) are in some way inadequate. Yet games also motivate us to play more, in order to escape that inadequacy, and the feeling of escaping failure (often by improving skills) is a central enjoyment of games. Games, writes Juul, are the art of failure: the singular art form that sets us up for failure and allows us to experience it and experiment with it. The Art of Failure is essential reading for anyone interested in video games, whether as entertainment, art, or education.

Visual Research: An Introduction to Research Methodologies in Graphic Design is a guide to the practice of researching for graphic design projects. Whether you're designing consumer electronics, medical devices, enterprise Web apps, or new ways to check out at the supermarket, today's digitally-enabled products and services provide both great opportunities to deliver compelling user experiences and great risks of driving your customers crazy with complicated, confusing technology. Designing successful products and services in the digital age requires a multi-disciplinary team with expertise in interaction design, visual design, industrial design, and other disciplines. It also takes the ability to come up with the big ideas that make a desirable product or service, as well as the skill and perseverance to execute on the thousand small ideas that get your design into the hands of users. It requires expertise in project management, user research, and consensus-building. This comprehensive, full-color volume addresses all of these and more with detailed how-to information, real-life examples, and exercises. Topics include assembling a design team, planning and conducting user research, analyzing your data and turning it into personas, using scenarios to drive requirements definition and design, collaborating in design meetings, evaluating and iterating your design, and documenting finished design in a way that works for engineers and stakeholders alike.

Big Data, Big Design

Data-driven Graphic Design

Theory of Type Design

An Essay on the Pain of Playing Video Games

Graphic Design

Participate

Modern Digital Design and Switching Theory

An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the "blueprint" of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts's law, Jakob's law, and Hick's law Ethical implications of using psychology in design A framework for applying these principles

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.

Graphic Design Theory presents groundbreaking, primary texts from the most important historical and contemporary design thinkers. From Aleksandr Rodchenko's "Who We Are: Manifesto of the Constructivist Group" to Kenya Hara's "Computer Technology and Design," this essential volume provides the necessary foundation for contemporary critical vocabulary and thought. *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.

*A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people attempting to design everything from newsletters to advertisements with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised and expanded classic includes a new chapter on designing with type, more quizzes and exercises, updated projects, and new visual and typographic examples that give the book a fresh, modern look. In *The Non-Designer's Design Book, 4th Edition*, Robin turns her attention to the basic principles that govern good design. Perfect for beginners, Robin boils great design into four easy-to-master principles: contrast, repetition, alignment, and proximity (C.R.A.P.!). Readers who follow her clearly explained concepts will produce more sophisticated and professional work immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap-which is just what audiences have come to expect from this bestselling author.*

The Elements of Graphic Design

Design Justice

The Fundamentals of Creative Design

An Introduction to Theory, Principles, and Techniques

Using Psychology to Design Better Products & Services

A Visual Communication Manual for Graphic Designers

How Pictures Work

The fourth book of a four-part series, *Design Theory and Methods using CAD/CAE* integrates discussion of modern engineering design principles, advanced design tools, and industrial design practices throughout the design process. This is the first book to integrate discussion of computer design tools throughout the design process. Through this book series, the reader will: Understand basic design principles and all digital modern engineering design paradigms Understand CAD/CAE/CAM tools available for various design related tasks Understand how to put an integrated system together to conduct All Digital Design (ADD) product design using the paradigms and tools Understand industrial practices in employing ADD virtual engineering design and tools for product development The first book to integrate discussion of computer design tools throughout the design process Demonstrates how to define a meaningful design problem and conduct systematic design using computer-based tools that will lead to a better, improved design Fosters confidence and competency to compete in industry, especially in high-tech companies and design departments

Picture This

100 Ideas that Changed Graphic Design