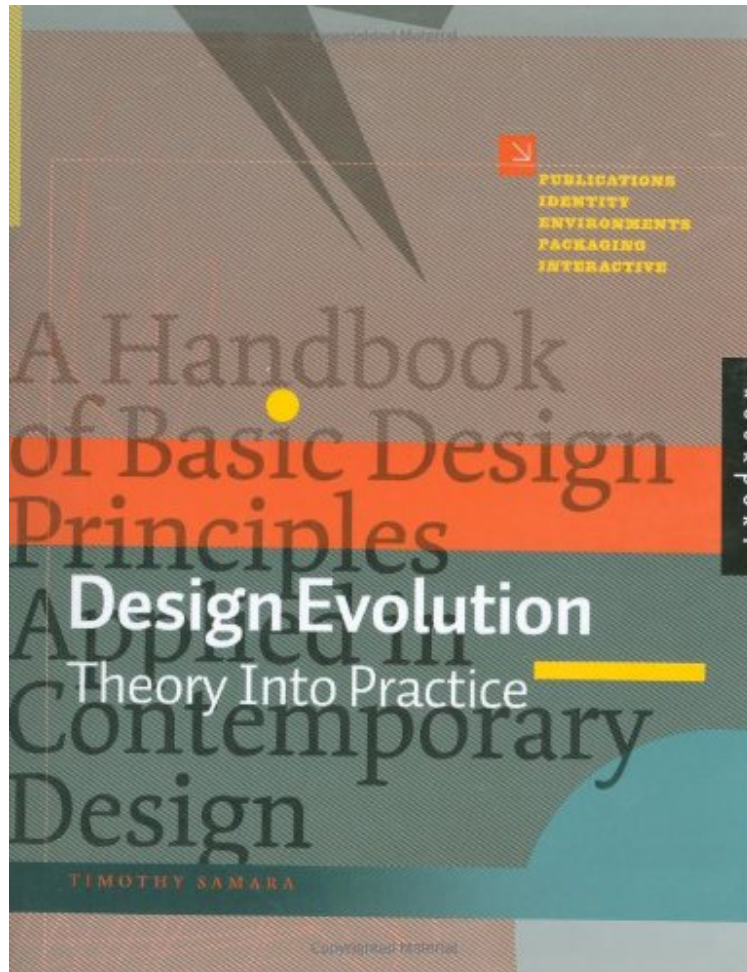


(Ebook free) Design Evolution: A Handbook of Basic Design Principles Applied in Contemporary Design

Design Evolution: A Handbook of Basic Design Principles Applied in Contemporary Design

Tim Samara

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Tim Samara : Design Evolution: A Handbook of Basic Design Principles Applied in Contemporary Design before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design Evolution: A Handbook of Basic Design Principles Applied in Contemporary Design:

Presents diverse, international, in-depth case studies. While there are many books showcasing graphic design work, few present in-depth projects, exploring concept, designers strategy, visual problem-solving, and specifics, illustrating the concrete use of design principles to achieve intended communication goals. As a result, readers are often left with only a surface understanding of how a project might have evolved or how the visual aspects of its design are brought

together to convey its intended message. The case studies in *Design Evolution* comprehensively demonstrate the real-world application of visual principles discussed in a more formal, educational context. Readers will understand how the principles for image, layout, type, and color explored in volume 1, *Design Elements*, work in combination, to execute the overall solutions showcased in this volume. The depth and range of content presented in these case studies distinguishes this book from all others in the design showcase genre -- offering readers a chance to not only be inspired by the quality and innovation of showcased projects, but to understand how they were realized.

About the Author Timothy Samara is a graphic designer and educator based in New York City, where he divides his time between consulting, writing, and teaching at the School of Visual Arts, Parsons School of Design, NYU, and Purchase College. He is the author of several books for Rockport Publishers, including *Making and Breaking the Grid*, *Typography Workbook*, *Publication Design Workbook*, *Type Style Finder* and *Design Elements*.