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2011



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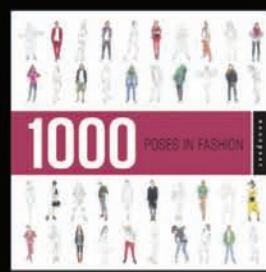
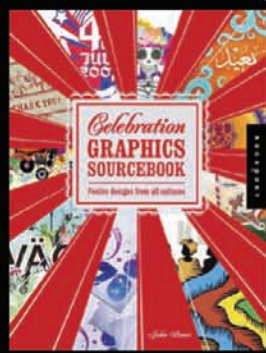
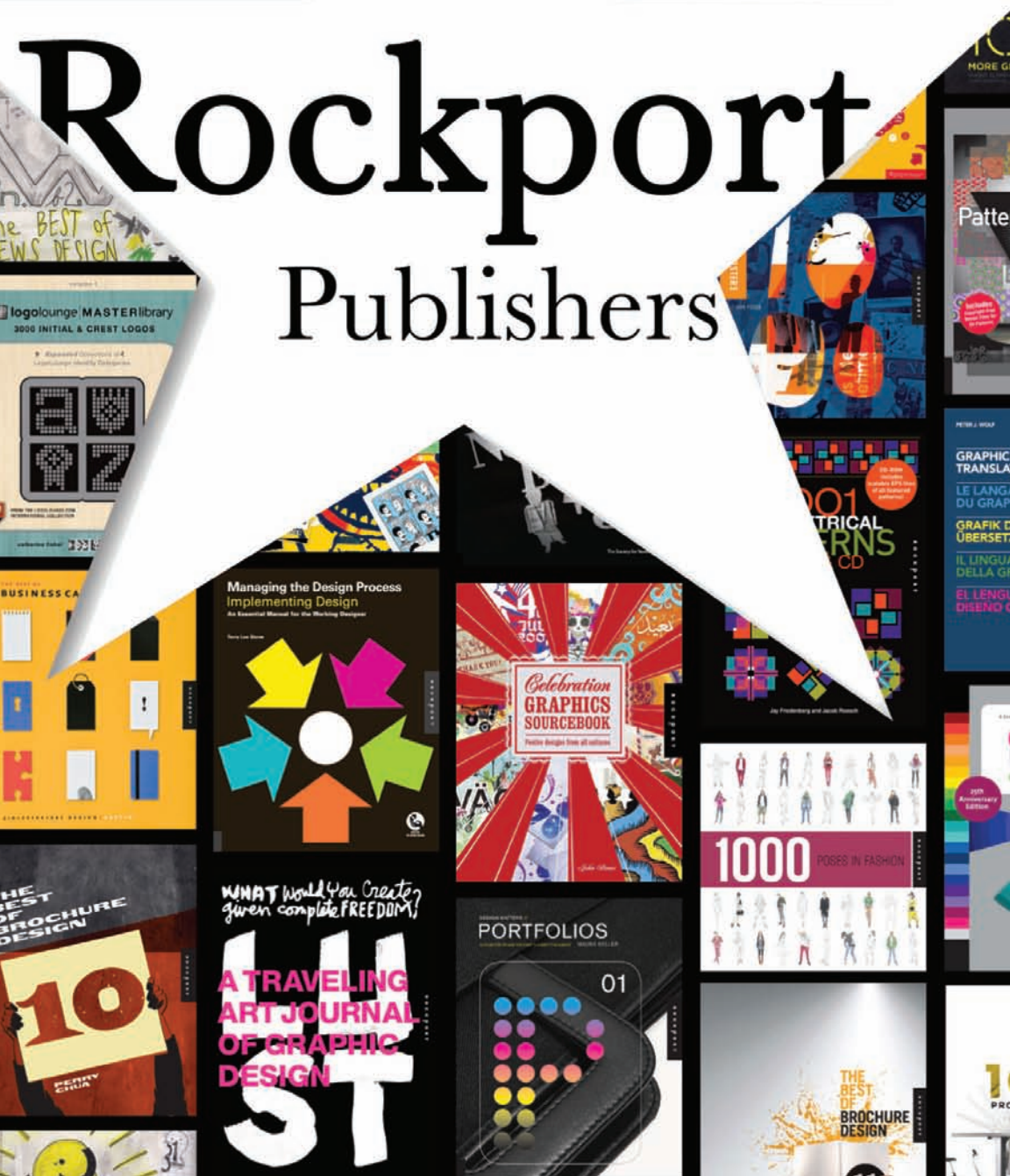
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Rockport Publishers



I HEART DESIGN

Remarkable Graphic Design Selected by Designers, Illustrators, and Critics

Steven Heller

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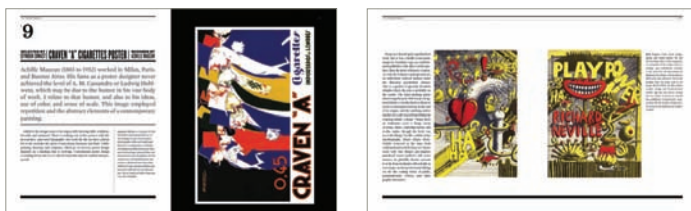
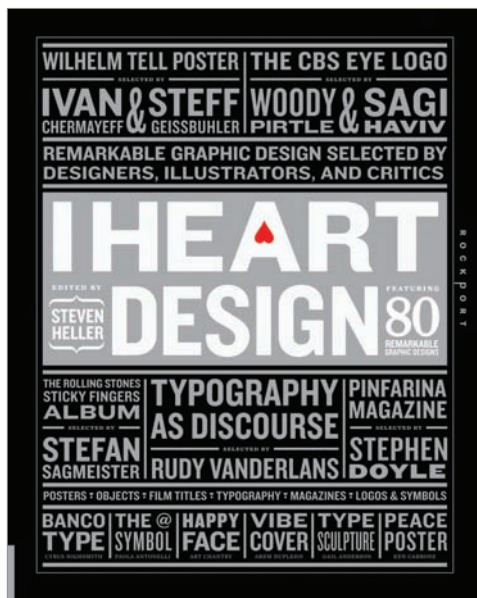
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Explore the designers and designs that have had the most influence on the graphic design industry.

- Includes work and commentary from designers around the world.
- Learn what makes certain designs inspire design thinking and universally move it to experience.

Steven Heller is co-chair of the MFA Design program of the School of Visual Arts and the author and co-author of over 120 books. He is the editor of *AIGA VOICE* and a contributing editor to *Print*, *ID*, *EYE*, and *Baseline* magazines. Previously, Heller was an art director of the *New York Times* and now writes a column for the Book Review section. He is the recipient of the AIGA Medal for Lifetime Achievement.

www.printmag.com/dailyheller/



I Heart Design is a collection of “favorite” designs as selected by 80 prominent graphic designers, typographers, teachers, scholars, writers and design impresarios. Designers have preferences, like modern over postmodern, serif over sans serif, decorative over minimal. But designers could not be engaged in design practice if they did not love design. The reasons for such a charged emotion varies from individual to individual, but there are certain commonalities regarding form, function, outcome, and more. Design triggers something in all of us that may be solely aesthetic or decidedly content-driven, but in the final analysis, we are drawn to it through the heart.

Designs featured include the iconic CBS eye, the stark Kodak identity, the Coca-Cola bottle, and, of course, The Rolling Stones’ *Sticky Fingers* album cover.

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The Anatomy of Design, ISBN-13: 9781-59253-554-5
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March 2011

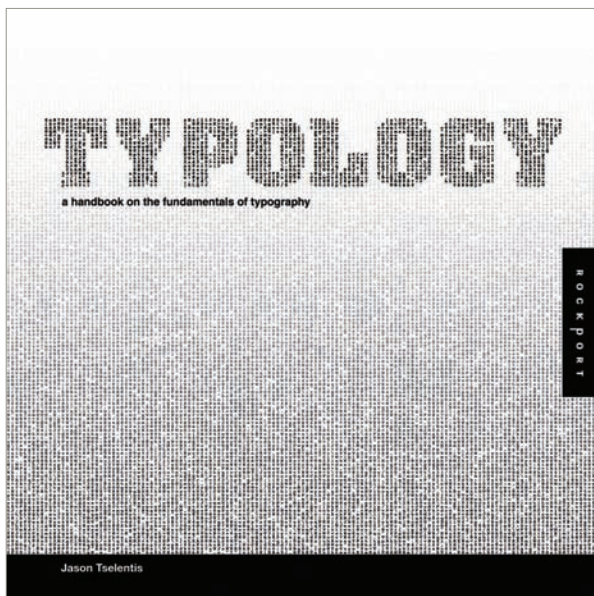
TYOLOGY

A Handbook on the Fundamentals of Typography

Jason Tselentis

Item # 193884 AQ
ISBN-13: 978-1-59253-674-0
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A comprehensive course book for typographic studies.

- A comprehensive overview of typography fundamentals.
- Heavy on images, enabling readers to quickly grasp concepts through visual examples.
- A perfect course book for typographic curriculums.



Jason Tselentis is a designer, writer, and educator living in North Carolina. He has completed design work for Sony BMG Music, the National Park Service, and 20th Century Fox among others. As assistant professor at Winthrop University's Department of Design, Jason teaches graphic design and typography. His work has been recognized by the AIGA and *How* magazine.

Typology is a useful, comprehensive typography resource that both students and professional designers should have in their library. It looks at the influences of modern typography and symbols going back through time and examines certain type treatments and movements in design and logo types. It focuses on how type works and emphasizes typographic fundamentals, while touching on logo/logotype design and page layout (print and interactive). This book promises to guide designers through the visual typographic clutter to make their designed messages more meaningful.

Also available:



Typography Essentials, ISBN-13: 978-1-59253-523-1
\$40.00 US/£24.99 UK/\$43.95 CAN Rights: all available

1,000 Type Treatments (mini), ISBN-13: 978-1-59253-482-1
\$19.99 US/£12.99 UK/\$21.95 CAN Rights: all available

Typography Workbook, ISBN-13: 978-1-59253-301-5
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March 2011

999 LOGO DESIGN ELEMENTS

999 Design Components You Can Use to Create Logos

Daniel Donnelly

INCLUDES
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Rockport Publishers

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Quick, accessible logo design elements reference with CD of copyright-free design elements readers can use for original logo designs.



→ 999 different elements that allow designers to create thousands of original logo designs.

→ Includes a CD-ROM with all 999 copyright-free, vector-based logo elements.

→ A great resource for designers and non-designers alike.

Daniel Donnelly has authored and designed eight books for Rockport Publishers. He is the owner of In Your Face + Co., and the Chair of the Digital Art and Design department at Butte College in Oroville, California.



999 Logo Design Elements features 999 different logo elements provided to readers in vector format. Each logo element is a distinct and stand-alone piece that offers designers the capability to develop hundreds of thousands of logo variations on themes. The elements include swooshes, ovals, boxes, arrows, geometric shapes and hundreds of creative parts that can be pulled together to create original logo designs. Featured throughout the book are examples of logos and identities built with elements from the book. A CD-ROM containing all 999 copyright-free, vector-based logo elements is included with the book.

Also available:



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March 2011

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Jeffrey Everett

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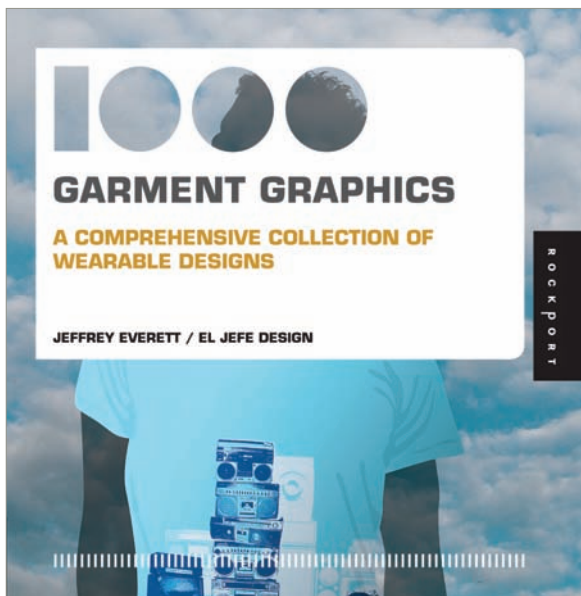
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A collection of inspiring graphics from the world of fashion.

- Subject matter speaks to a wide audience of designers and art enthusiasts.
- An unrivalled catalog of design inspiration.
- An addition to Rockport's best-selling 1,000 series.

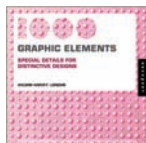
Jeffrey Everett started El Jefe Design in 2003. El Jefe Design has done work for clients such as Dreamworks and The Renewable Fuels Association. The studio has created posters for music acts such as The Foo Fighters. His work has been featured in *Print, How,* and *Step Inside Design* and won awards from the AIGA and The Art Directors Club.

www.eljefedesign.com



This book offers designers a vast collection of inspiring and innovative graphic works from the real world. The main emphasis is on fashion from t-shirt graphics, to sneakers, to baseball caps and more. The book features trends as well as graphics that endure the test of time.

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March 2011

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A Comprehensive Guide to Packing It In

Grip

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*An unrivaled collection
of packaging projects to
inspire design creativity.*

- No other book offers this many project examples.
- Features a virtual catalog of ideas for creative materials and containers.
- An addition to Rockport's best-selling 1,000 Series.

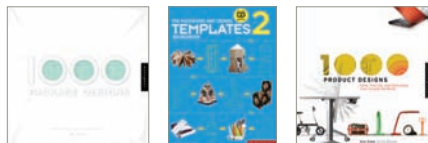
Grip Design is a marketing and design firm dedicated to high-value corporate communication for professional services and luxury brands. They have been recognized by the Society of Typographic Arts, Print, The CEBA Awards, Type Directors Club, How Magazine, Step Inside Design, and have been featured in many design annuals.

www.gripdesign.com



Packaging is everywhere you look—it's in your refrigerator, your medicine cabinet, your closets, on the streets, in the stores, etc. Putting together a compendium of 1,000 of the best packages offers designers a true array of inspiration and illustrates why people make the buying choices they make. The package of a product often times makes or breaks a sale—consumers are drawn to certain colors, graphics, and shapes, and this book has plenty to offer of all three. This is the ninth book in the 1,000 series following *1,000 Bags, Tags & Labels*, *1,000 Greetings*, *1,000 Graphic Elements*, *1,000 Type Treatments*, and *1,000 Icons, Symbols + Pictograms*.

Also available:



1,000 Package Designs, ISBN-13: 978-1-59253-445-6
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The Packaging and Design Templates Sourcebook 2, ISBN-13: 978-2-88893-124-9
\$25.00 US/£16.99 UK/\$28.00 CAN Rights: all available

1,000 Product Designs, ISBN-13: 978-1-59253-638-2
\$40.00 US/£25.00 UK/\$44.00 CAN Rights: all available

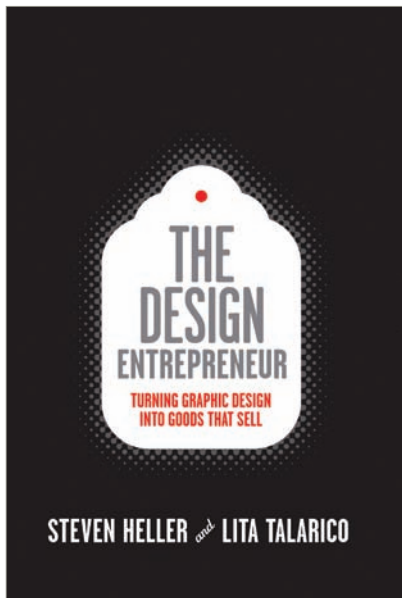
Design Field Guides
THE DESIGN ENTREPRENEUR
 Turning Graphic Design Into Goods That Sell

Steven Heller and Lita Talarico



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A handbook to the art behind amazing graphic goods.

- The quintessential book on astounding entrepreneurial design work throughout the world.
- Authored by Steven Heller and Lita Talarico, who teach the MFA program for design entrepreneurship at S.V.A.
- Features the world's most influential, successful designers.

Steven Heller and Lita Talarico are co-chairs of the MFA Design program of the School of Visual Arts. Heller is the author and co-author of over 100 books on design and popular culture. He is the editor of *AIGA VOICE* and a contributing editor to *Print, ID, EYE*, and *Baseline* magazines. For thirty-three years he was an art director of the *New York Times* and now writes a column for the *New York Times Book Review*. He is the recipient of the AIGA Medal for Lifetime Achievement.

Talarico holds an MFA in art criticism and is the co-author of books on design, including *Design Career*. The authors have created a website for the book.

http://design.sva.edu/sva_de/



Designers are used to working for clients, but there is nothing better than when the client is oneself. Graphic and product designers, who are skilled with the tools and masters aesthetics, are now in the forefront of this growing entrepreneur movement. Whether personal or collective, drive is the common denominator of all entrepreneurial pursuit; of course, then comes the brilliant idea; and finally the fervent wherewithal to make and market the result. Now in paperback, this book is the first to survey this new field and showcase the innovators who are creating everything from books to furniture, clothes to magazines, plates to surfboards, and more. Through case studies with designers like Dave Eggers, Maira Kalman, Charles Spencer Anderson, Seymour Chwast, Jet Mous, Nicholas Callaway, Jordi Duró, and over thirty more from the United States and Europe, this book explores the whys, hows, and wherefores of the conception and production processes.

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1,000 Product Designs, ISBN-13: 978-1-59253-638-2
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A Designer's Research Manual, ISBN-13: 978-1-59253-557-6
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Universal Principles of Design, ISBN-13: 978-1-59253-587-3
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April 2011

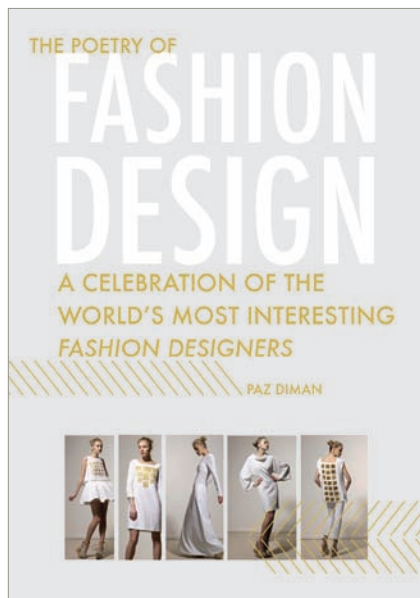
THE POETRY OF FASHION DESIGN

A Celebration of the World's Most Interesting Fashion Designers

Paz Diman

Item # 193873 AQ
ISBN-13: 978-1-59253-715-0
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A defining collection featuring today's most inspirational designers.

- Provides a glimpse into the work and inspiration of more than 100 of the most prominent designers.
- This collection defines fashion today.

Energized by an insatiable curiosity, Paz Diman left her native city of Buenos Aires and landed in Barcelona. There, she was quickly captivated by graphic design and editorial production and studied journalism at Universidad Autónoma. Now, Diman combines her fascination for the "underground" world with her love of books on graphic design, fashion, pop culture, and new media, with the intention of exposing the most intrepid ideas and the boldest creators.



There are 108 sonnets in *Astrofel and Stella* by Sir Philip Sydney. One hundred and eight pieces that together make up total perfection and closure that would not be possible if some of them did not exist. Analogically, fashion is like a poem. It is made up of different elements that tell a story with the rhythm and tension that achieves harmony. The only difference is that this is a poem that changes and evolves. The pages of this book present the 108 sonnets that make up and define the world of fashion today and provide a unique and inspired design source for both professional designers and fashion design enthusiasts.

Also available:



Atlas of Fashion Designers, ISBN-13: 978-1-59253-661-0
\$30.00 US/£19.99 UK/\$33.00 CAN Rights: all available

Essential Fashion Illustration: Digital, ISBN-13: 978-1-59253-632-0
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May 2011

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Cover design is the star of all publication design work.

- Features design work from books, annual reports, magazines, brochures, and catalogs.
- Cover design is critical to establishing immediate connection with an audience.
- Provides an inspirational collection of the best design work from the top designers worldwide.



Altitude Associates in San Francisco, CA, was founded by Brian Singer in 2004. Altitude is a creative agency that helps consumer brands engage people through inspiration, working on programs with companies such as Apple, Adidas, Stanford Lively Arts, and Chronicle Books, among others. Singer's work has garnered recognition from *Communication Arts*, *AIGA 365*, *Print*, *How*, *Graphis*, *Step*, *AR100*, and he has work in the permanent collection of the San Francisco Museum of Modern Art.

www.altitudessf.com

Best of Cover Design features an innovative collection of books, magazines, catalogs, brochures and cover designs by top designers worldwide. The “go-to” sourcebook for cover design inspiration, this volume contains pages packed with innovative cover solutions from around the globe.

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June 2011

1 BRIEF, 50 DESIGNERS, 50 SOLUTIONS IN FASHION DESIGN

An Intimate Look at Fashion Designers and the Muses that Inspire Their Style

Natalio Martín Arroyo

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Surveys the unique styles of 50 fashion designers from around the globe.

- Intimate view into the creative process of fashion designers.
- Illustrates unique and distinct response of 50 fashion designers to a single creative brief.

Natalio Martín Arroyo has a master's degree in Fashion Journalism from Madrid. Once settled in Barcelona, he studied Fashion Management, Advertising Design and Shoe and Footwear Design. Martín has worked in various publishing houses and has carried out fashion communication projects for several designers and institutions.



When a fashion designer creates a collection, their focus is on the personal profile of the individual who will wear their garments. This book explores the creative mind of top fashion designers and asks the question, "It" boy or "It" girl, who would it be and especially what would they wear? In **1 Brief, 50 Designers, 50 Solutions in Fashion Design**, fifty designers create their own stylistic definitions of what is "it" in fashion they bring us through their creative process and share with us the final results.

Also available:



Atlas of Fashion Designers, ISBN-13: 978-1-59253-661-0
\$30.00 US/£19.99 UK/\$33.00 CAN Rights: all available

1,000 Ideas by 100 Fashion Designers, ISBN-13: 978-1-59253-572-9
\$40.00 US/£24.99 UK/\$49.99 CAN Rights: all available

What is Fashion Design?, ISBN-13: 978-2-88893-008-2
\$30.00 US/£25.00 UK/\$33.00 CAN Rights: all available

May 2011

LAYOUT ESSENTIALS

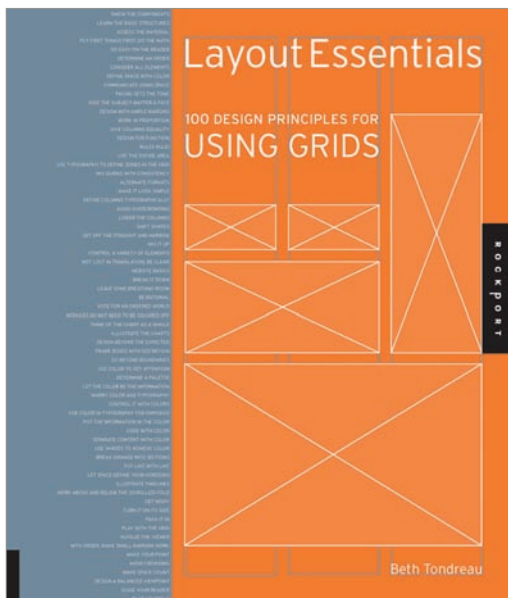
100 Design Principles for Using Grids

Beth Tondreau

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French
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Core curriculum for
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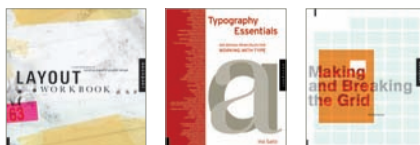
Beth Tondreau owns and serves as creative director of **BTD Design** in New York. Prior to establishing **BTD** in 1985, she was design director of **Viking/Penguin**.

www.btdnyc.com



Adhering to certain layout and grids standards and principles is important for any job from brochures, to annual reports, to posters, to websites, to publications. However, knowing how to bend the rules and make certain grids work for the job at hand takes skill. This book outlines and demonstrates basic layout/grid guidelines and rules through 100 entries including choosing a typeface, striving for rhythm and balance with type, combining typefaces, using special characters and kerning and legibility. These essentials of grid design are critical to the success of any job.

Also available:



Layout Workbook, ISBN-13: 978-1-59253-352-7
\$25.00 US/£16.99 UK/\$29.95 CAN Rights: all available

Typography Essentials, ISBN-13: 978-1-59253-523-1
\$40.00 US/£24.99 UK/£43.95 CAN Rights: all available

Making and Breaking the Grid, ISBN-13: 978-1-59253-125-7
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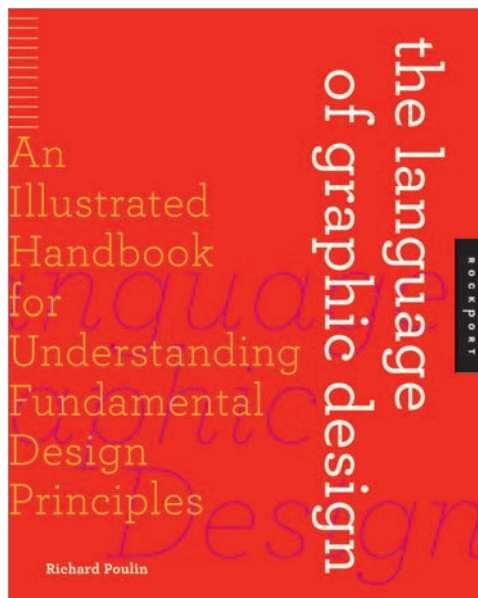
THE LANGUAGE OF GRAPHIC DESIGN

An Illustrated Handbook for Understanding Fundamental Design Principles

Richard Poulin

Item # 193883 AQ
 ISBN-13: 978-1-59253-676-4
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A smart, accessible, and comprehensive resource on the fundamentals of graphic design.

- Explores the building blocks of graphic design language through illustrated examples of design fundamentals.
- A perfect design reference for core design curriculum.
- The author is an internationally recognized designer, who has also been a design educator for the past twenty-five years.



Richard Poulin is a Principal of Poulin + Morris Inc., a design consultant firm in New York. His work has been published numerous times, is in the permanent collection of the Library of Congress, and has received many awards. Richard is a Fellow of the Society for Environmental Graphic Design and a recipient of a research grant in design history from the Graham Foundation for the Advanced Studies in the Fine Arts.

www.poulinmorris.com

The Language of Graphic Design provides graphic design students and practitioners with an in-depth understanding of the fundamental elements and principles of their language—graphic design—what they are, why they are important, and how to use them effectively. Organized by the building blocks of graphic design language, this reference includes work by some of the most successful and renowned practitioners from around the world and how they have applied these fundamental 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, as well as young designers starting their careers. To understand visual communications one has to first understand by seeing. This book provides clear, concise information that will enhance visual literacy, while using dynamic, memorable visual references to inspire and reinforce the skill of seeing.

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A catalog of ideas and inspiration for manga enthusiasts.

- The largest collection of manga art available.
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- Provides a comprehensive, go-to reference for artists of all levels.



Journalist and editor Cristian Campos (Barcelona) specializes in design and illustration, comics, and music. Former editor-in-chief of *H* magazine, he has worked with publishers such as Mondadori, Grup 62, and Alfabara. Among others, Campos has written *Digital Illustration*, *New Supermarket Design*, and *Plastic Design*.

How much would a course on drawing cost given by the top 100 international manga artists? How much would they charge to share their most highly valued techniques? This book brings together 100 manga artists and asks each one to offer 10 practical tips for the manga enthusiast on techniques, sources of inspiration, and the best way to build their portfolios. Detailed photographs, 1,000 in total, taken by the artists themselves serve to illustrate each of these 1,000 tips.

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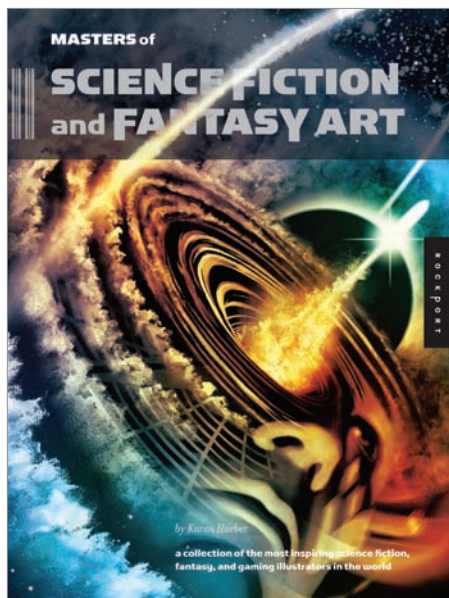
MASTERS OF SCIENCE FICTION AND FANTASY ART

A Collection of the Most Inspiring Science Fiction, Fantasy, and Gaming Illustrators in the World

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The ultimate collection of sci-fi and fantasy art!

- An insiders' look at 28 of the most creative science fiction and fantasy artists working today.
- Provides "visual workshops" on topics of concept development, media, and technique.
- Presents examples of fantasy and sci-fi art in pencil, paint, and digital media.



Karen Haber is the author of nine novels including *Star Trek Voyager: Bless the Beasts*, and co-author of *Science of the X-Men*. She is a Hugo Award nominee, nominated for *Meditations on Middle Earth*. Her recent work includes *Crossing Infinity*, a YA science fiction novel of gender identity and confusions.

www.karenhaber.com

With the continuing success of the genre in children's and adult books, graphic novels, comic books, and blockbuster films—and the booming digital gaming industry—fantasy and science fiction have a large following of all ages. The visuals are a key component of all these media, and paintings and poster art are highly valued among collectors. This book is an inside look into the creative world of masters of the genre—both for the enthusiast, aspiring illustrators, and collectors. **Masters of Science Fiction and Fantasy Art** takes an inside look at the strategies, techniques, and inspiration of today's established and up-and-coming artists.

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June 2011

PACKAGE DESIGN WORKBOOK

The Art and Science of Successful Packaging

Steven DuPuis and John Silva

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A comprehensive primer on packaging design.

- Soup-to-nuts basics on care package design considerations.
- An extensive gallery detailing how designers are successfully executing real-life packaging solutions.
- Provides both inspiration and instruction for all levels of design enthusiast.

Steven DuPuis is president of DuPuis, a strategic design firm with offices in the U.S. and Europe (Braue-DuPuis). Steven is a frequent contributor to design and business periodicals and also speaks at a variety of professional forums. Steven's personal design work is part of the permanent collection in the U.S. Library of Congress.

John Silva is vice president and creative director of DuPuis. John has extensive knowledge in package print production and is particularly well versed in digital pre-press, photo illustration, and 3-D imaging. John is currently serving as creative director for clients including Nestlé, Kellogg's, Farmer John, and Doles

www.dupuisgroup.com



A comprehensive reference volume, this book provides readers with a thoughtful packaging primer that covers the challenges of designing packaging for a competitive market in a very hardworking and relevant way. The book addresses all aspects of the creative process including choosing a package format, colors and materials, final finishes, and special considerations such as awkward objects and unique display considerations. As with other books in the "Workbook" series, it offers case studies in the back half of the book with the text focusing on why specific colors, formats, type treatments, and finishes were chosen, and what the resulting effects on the consumer and for the client were.

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The Packaging and Design Templates Sourcebook 2, ISBN-13: 978-2-88893-124-9

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Jay Calderin

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Quick, accessible information on fashion design for students and professionals designers.

- A fun, information-rich approach to the fundamentals of fashion design.
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- The perfect reference for both serious and curious enthusiasts.

Jay Calderin teaches at the School of Fashion Design in Boston, where he is also the director of Creative Marketing. He founded and serves as executive director of Boston Fashion Week. He is currently the regional director of the Fashion Group International of Boston. Calderin's designs have appeared in the pages of *Vogue* and *Elle* magazines. He is the author of *Form, Fit, Fashion*.



Fashion Design Essentials features the fundamental principles of fashion design from choosing fabrics and textiles, to drawing techniques, to predicting style and color trends, and the research involved. One hundred illustrated principles ranging from research and design to choosing materials, spotting fashion trends, working with suppliers, design techniques and finishes, and more are included.

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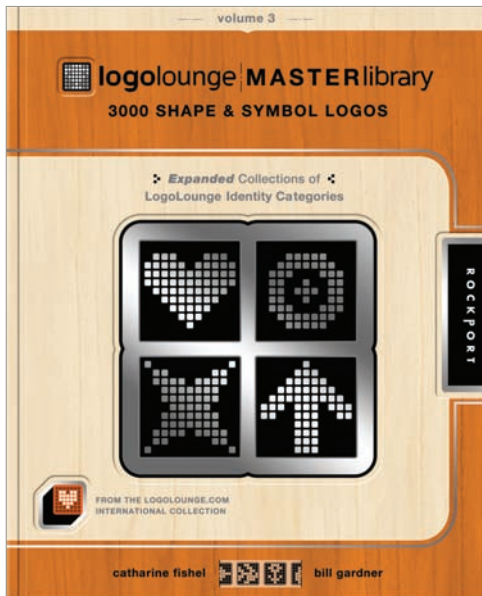
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A collection of 3,000 original logos, collected and selected by the renowned LogoLounge.com website, this collection provides an endless resource of ideas and inspiration for graphic designers. Organized thematically with the broader focus of Shapes and Symbols, the collection features logos that cover all categories of logo design, including typographic, illustrative, pattern-driven, and photographic.

Catharine Fishel specializes in working with and writing about designers and related industries. She is editor of the website www.LogoLounge.com and is the author of many books about design.

Bill Gardner (Wichita, KS) is president of Gardner Design and has produced work for Learjet, Thermos, Nissan, Pepsi, Pizza Hut, Kroger, Hallmark, Cargill Corporation, and the 2004 Athens Olympics.

Fishel and Gardner have co-authored all the books in the LogoLounge series.

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July 2011

DESIGN ELEMENTS: FORM & SPACE

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Dennis Puhalla

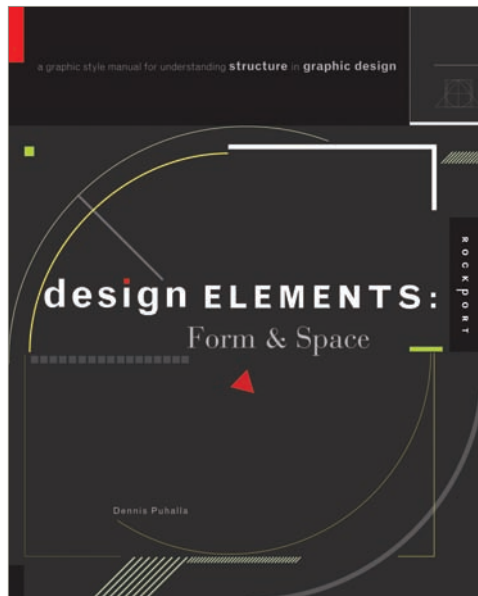
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Dennis Puhalla is a professor of design at the University of Cincinnati in the School of Design within the College of Design, Architecture, Art and Planning. He teaches undergraduate courses in color theory, principles of two- and three-dimensional design, visual language design, and motion design.



Design Elements, Form and Space takes an in-depth look at building grids and layouts based on visual language systems and how images, text, and white space interact on the page. Principles of spatial organization are examined and explored through visual examples accompanied by brief text to keep the content light and simple, and content rich.

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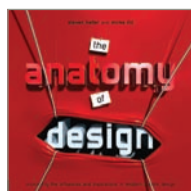
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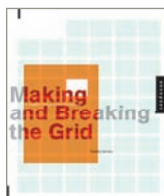
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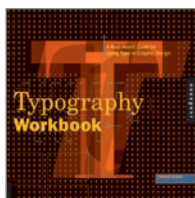
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INDEX

1 Brief, 50 Designers, 50 Solutions in Fashion Design	13	Gardner, Bill	20
999 Logo Design Elements	7	Grip	9
1,000 Garment Graphics (mini)	8	Haber, Karen	17
1,000 Ideas by 100 Manga Artists	16	Heller, Steven	5, 10
1,000 Package Designs (mini)	9	I Heart Design	5
Altitude Associates	12	Language of Graphic Design, The	15
Arroyo, Natalio Martin	13	Layout Essentials	14
Best of Cover Design	12	LogoLounge Master Library, Volume 3	20
Calderin, Jay	19	Masters of Science Fiction and Fantasy Art	17
Campos, Cristian	16	Package Design Workbook	18
Design Elements, Form and Space	21	Poetry of Fashion Design, The	11
Design Entrepreneur, The	10	Poulin, Richard	15
Diman, Paz	11	Puhalla, Dennis	21
Donnelly, Daniel	7	Silva, John	18
DuPuis, Steven	18	Talarico, Lita	10
Everett, Jeffrey	8	Tondreau, Beth	14
Fashion Design Essentials	19	Tselentis, Jason	6
Fishel, Catharine	20	Typology	6

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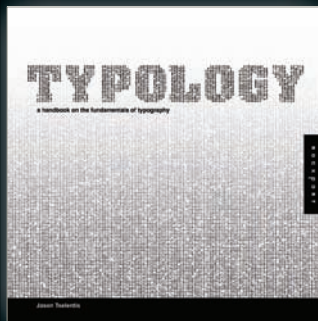
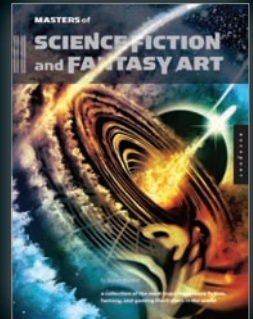
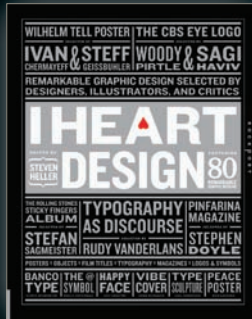
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