



Graphic Design Basics

By Amy E. Arntson

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GRAPHIC DESIGN BASICS combines design principles, history, and current technology to present students a comprehensive introduction to the field of graphic design. Keeping pace with rapid changes in the field of design, while maintaining a consistently high academic quality, the text emphasizes design structure and visual perception with a wide range of visuals from throughout design history, as well as the latest contemporary illustrations and electronic designs. Each chapter provides assignments with student sample solutions, as well as critique sections to help students apply the concepts and assess their work. This market leader's interwoven combination of concept, history, and practice is rarely found in other Graphic Design texts.

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Editorial Review

Review

"GRAPHIC DESIGN BASICS very clearly steps the students through the basics of graphic design, both approaching from a practical and conceptual level."

"I have not used, nor have I found a text I would feel could take the place of GRAPHIC DESIGN BASICS. It is well written, well organized, and provides an excellent introduction to the subject."

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. She has given presentations in Europe, Scandinavia, Central and South America, China, and the United States on the nature of design and perception. Currently a full-time artist and author, Professor Arntson is also the author of DIGITAL DESIGN BASICS (Thomson Wadsworth, 2006).

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