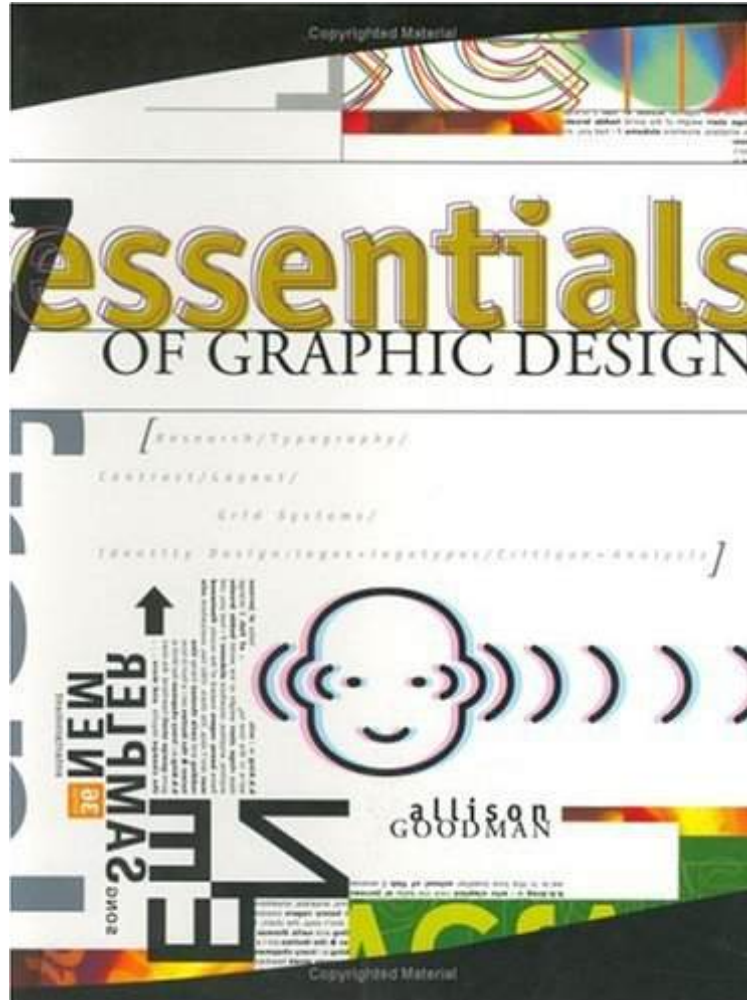


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By Allison Goodman



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few pages The type of the main text throughout the book is extrem This book is the perfect desk reference for anyone who designs or works with designers It reduces the complexities of today s design work into seven basic elements Research Typography Contrast Layout Grid Systems Identity Design and Critique Analysis These seven fundamentals of design are examined separately in compelling chapters that show designers how to Create dynamic layouts with visual tension and asymmetrical balance Recognize and solve color problems About the Author Allison Goodman has been a practicing designer for twenty years in the fields of print information and environment and digital design A CD ROM produced by her students received numerous awards including the American Center for Design 100 Awar

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