



Exploring the Elements of Design

Mark Thomas, Poppy Evans, Eleanor Dozier, Zulma Iguina

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Learn how basic design elements and principles work together to achieve effective communication design by artfully blending academic principles and theories with real-world, practical design solutions. This concise new book begins with the primary design principles of unity, variety, hierarchy, and proportion. Subsequent chapters explore the support principles of scale, balance, repetition, and proximity, and later the elements of shape, line, size, color, texture, imagery, and typography. Profiles of successful designers with samples from their portfolios round out the extensive coverage and offer personal glimpses into the careers of working professionals.

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