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Graphic Communications Today, 4E (Design Concepts)



Synopsis

Here is the definitive book on graphic communications in a thoroughly researched and gloriously designed all-new fourth edition. Get deep inside the concepts and practical applications of traditional and cutting-edge media in the explosive world of contemporary visual art. Throughout its long and storied history, Graphic Communications Today has been the essential first step for aspiring visual artists. This landmark book presents the full scope of visual communication in all of its rich diversity more clearly and completely than any other book- anywhere. The fourth edition is written in an engaging style and contains examples of some of the finest visual arts collected from all over the world. What's more it opens windows into the creative world of graphic communication and the lives of those who create it for magazines, newspapers, advertising, animation, branding, television and film, photography, illustration, marketing communications, interactive multimedia, the Web and beyond.

Book Information

Series: Design Concepts

Paperback: 688 pages

Publisher: Delmar Cengage Learning; 4 edition (December 24, 2003)

Language: English

ISBN-10: 0766820750

ISBN-13: 978-0766820753

Product Dimensions: 1.2 x 8.2 x 10.5 inches

Shipping Weight: 4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 10 customer reviews

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Customer Reviews

Visual Communication. From Cave Walls to Postmodernism. Type: The Basic Ingredient. Creative Typography. Design: Shaping Media Architecture. Color: The Wonder and Resonance of Light. Art and Illustration. Photography: Light Writing. Production: Preparation, Printing, Paper and Ink. Designing for Public Relations. Newsletters. Designing Printed Communications. Advertising Design. Magazine Design. Inside and Outside the Magazine. The Newspaper and Design - A Brief

History and Commentary. Designing and Redesigning Newspapers. The Moving Image - Reality at 24 Frames Per Second. Designing for New Media - Web, Internet, and Interactivity. Presentation. Multi-media: The Future of Visual Communication?

Dr. William Ryan is an associate professor in the School of Journalism and Communication at the University of Oregon. Ryan has worked in newspaper, magazine, identity, advertising and cooperative design and has designed for clients such as National Public Radio, Apple Computer and Hinman Vineyards. Ryan holds a doctorate degree in Media Systems and has received Mellon, Kellogg and Fulbright fellowships. Theodore Conover taught Journalism and Graphics at the University of Nevada, Reno for 22 years, serving as chair of the journalism department for ten years. As the former owner-publisher of five community newspapers and managing editor of a small city daily, he brought much practical experience into his classroom. Conover received his undergraduate and masterÂ¿s degrees in Journalism from Ohio State University and was awarded fellowships from the Public Relations Society of America and American Business Press.

This is an excellent book. It is easy to understand and follow as a beginner and will definitely help the well seasoned graphic artist. I only needed it for a class but this is one text book that I will not be selling back!

I don't really like this book. I thought it was more hands on learning, rather than theory. My error in buying it.

came just as described, thank god I bought the book here, we rarely used it in class. glad i didnt waste more money on it

This book would have cost my double the amount at my college library, its great and was in awesome condition.

I needed to save money on a textbook for college. I received the book in just a few short days and the price was great!

I used this book for a Communication Marketing class. Not bad for a text book. We rarely used the book, it was more for our teacher to say "go read chapter blah blah blah, and we will talk about it on

Monday."I liked it enough that I kept it rather than sell it at the end of the semester.

This book covers a wide variety of topics needed in the graphics world today.It has lots of visuals that are current with today's trends.

The price for the new version of the book was the same as the used book price at the campus bookstore.

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