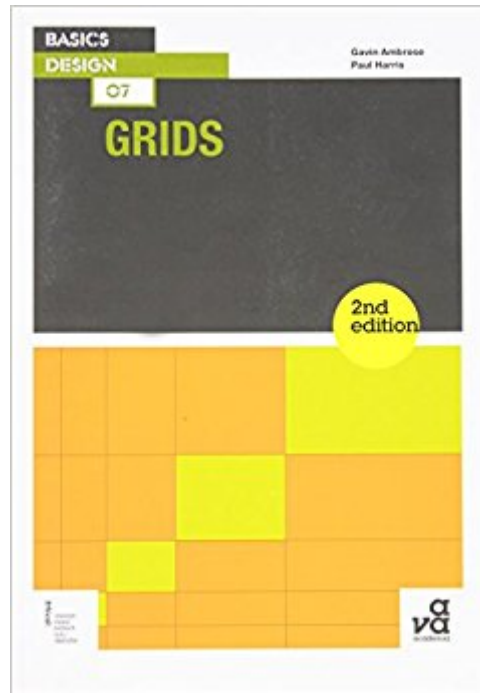




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Basics Design 07: Grids, 2nd Edition



Synopsis

Grids 2nd Edition, the seventh book in the Basics Design series, has been updated with new content and visuals, exploring the construction and ordering of the page and screen through the use of grids. The grid features as a strong element in many areas of design, and presents both the student and practitioner alike with the opportunity to ground their work in solid foundations. Through detailed investigation of the principles behind grid design, this book informs and advances your understanding of this key design component, allowing you to devise grids with ease and precision for any situation.

Book Information

Series: Basics Design

Paperback: 208 pages

Publisher: AVA Publishing; 2 edition (November 29, 2012)

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Average Customer Review: 5.0 out of 5 stars 1 customer review

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Customer Reviews

First edition reviews: 'This book is a concise, visually clear introduction to the grid. My students have responded to the clear diagrams and organization of the book with a focus on short, contained spreads each covering a clear topic.' Jennifer Roos, Mercy College, USA 'Clear information and loads of diagrammatic and illustrative support. Good basic instruction and visual guidance.' Penny Kealey, East Riding College, UK 'Excellent choice for level 1 students, mainly due to the fact that the content is visual and concise and successfully covers both technical and creative aspects of design layout and grids.' Rhed Fawell, Middlesex University, UK 'As with all books in the basics design series, it is very clear, well structured and easy to navigate.' Philip Dixon, Southampton Solent University, UK 'Illustrates a wide range of approaches and delivers a clear description of

the examples and encourages experimentation in design.'Ros Garland, Lincoln University, UKÂ 'Very focused. Covers all key elements and important issues in very clear and concise manner. Excellent book.'Rhiannon Robinson, Cumbria University, UK'Grids touches on many aspects of strategic grid use and design - from basic terminology to fundamentals of layout to the introduction of detail-level considerations - that lead to the presentation of content that is both well-managed and aesthetically impactful.' (Julie Mader-Meersman Northern Kentucky University 2012-07-06)'Very focused. Covers all key elements and important issues in a very clear and concise manner. Excellent book.' (Rhiannon Robinson Cumbria University, UK 2012-07-06)

Basics Design: Grids explores and explains the principles behind grid design and development, to help graphic designers tackle a wide variety of design problems and find creative solutions. A grid serves a similar function to the scaffolding used in building construction - acting as a positioning guide for text, pictures, page numbers, columns and so on.Â In this completely revised second edition, best-selling author team Gavin Ambrose and Paul Harris demonstrate how a creative approach to grid design can produce dramatic results. Filled with international case studies of contemporary design practice and practical exercises to help you apply the ideas to your own work, this richly illustrated book is an invaluable guide to grids within design and visual communication.

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