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Advertising And Design Advertising And Design

Pete Barry

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and Typography Alex W. White, 2010-09-21 The most comprehensive overview of advertising design strategies on the market today This unique comprehensive overview of advertising design strategies written by a best selling award winning designer will help students and professionals in advertising design and typography understand and use persuasive visual messaging Design principles such as unity contrast hierarchy dominance scale abstraction and type and image relationships are covered in depth Readers will also learn how print design compares to television web and interactive design and how to apply each style to create persuasive designs The extensive section on typography offers essential information on how readers perceive type typographic history principles and practice Helpful appendices include an extensive glossary bibliography and art director s checklist Complete with more than 1 500 examples and illustrations of outstanding advertising design from around the world Advertising Design and Typography is a groundbreaking book that will train the reader s mind to see more accurately and more critically ultimately changing the way designers think and develop visual ideas Best selling design author has unique philosophy and expertise 1 500 full color illustrations showcase outstanding advertising design from around the world Unique comparisons of print web TV and other campaigns which techniques work best Ideas for forging corporate identity through advertising Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more While we don t aspire to publish a New York Times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers

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