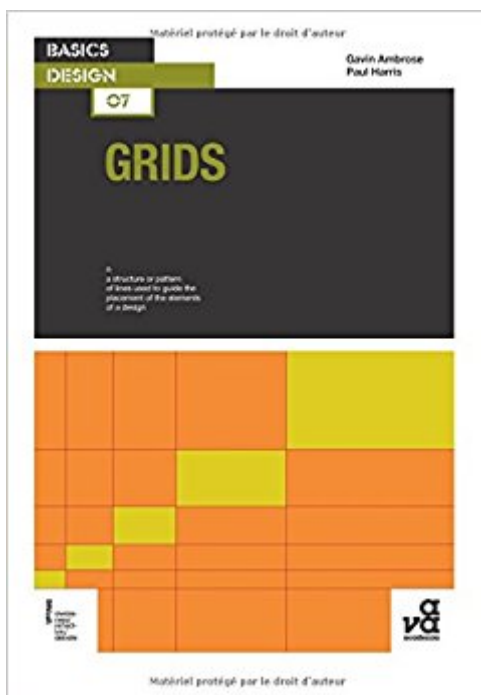# The book was found

Basics Design 07: Grids

Synopsis

The how and why of using grids in graphic design * Packed with case studies and illuminating examples * Seventh title in a top-selling series The seventh book in the award-winning Basics Design series, Grids focuses on the construction and ordering of the page and screen through use of the grid. This book explores how to construct grids--and, more fundamentally--why the designer should construct grids. Through detailed investigation of the principles behind grid design, this book informs and advances the readerÃ¢â ¬â„¢s understanding of this key design component, allowing designers to compose grids with ease and precision for any situation. Case studies, concise text, technical explanations, and diagrams, plus a reference section set on a series of different grids, make Basics Design: Grids a must-have for graphic designers everywhere.

Book Information

Series: Basics Design (Book 7)

Paperback: 184 pages

Publisher: Fairchild Books (August 19, 2008)

Language: English

ISBN-10: 2940373779

ISBN-13: 978-2940373772

Product Dimensions: 6.2 x 0.7 x 9 inches

Shipping Weight: 1.1 pounds

Average Customer Review: 5.0 out of 5 stars   3 customer reviews

Best Sellers Rank: #171,934 in Books (See Top 100 in Books)   #39 inÃ Â Books > Arts & Photography > Graphic Design > Commercial > Book Design   #255 inÃ Â Books > Textbooks > Computer Science > Graphics & Visualization   #334 inÃ Â Books > Computers & Technology > Programming > Graphics & Multimedia

Customer Reviews

’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.’Ã Â 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, UK’Very focussed. Covers all key elements and important issues in very clear and concise manner. Excellent book.’Ã Â Rhiannon

Robinson, Cumbria University, UK

The book looks at the principles behind grid usage to give the reader the ability to tackle a wide variety of graphic design problems. The bookÃ¢â ¬â„¢s main message is that a static and repetitive approach to grid use does not result in effective and creative designs. By developing a clear understanding of the many facets of the design grid, order can be delivered to a design, which in turn opens up ample opportunities for expression and creativity.Contemporary case studies are supported by concise descriptions, technical expansions and diagrammatic visualisations, enabling the reader to fully understand the work being discussed.Ã Â Ã Â

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This book is great. Especially for those starting out in the design world. It's pretty easy to understand and easy to navigate. Has a clear structure, goals and illustrated examples for each subject. It is essential for those who want to know more about the foundation of the layout, so they can organize effectively the elements on a page. Is both theoretical and practical guidelines.

Grids has very nice examples of work to give you ideas. Wonderful for the beginner and would make a good reference for the professional as well. I like how it lists different kinds of grids and tells you how to execute them with tiny tidbits such as how to ensure a picture will be in line with text.One reviewer of Ambrose's book don't like the white on black type or black on yellow because they find it had to read and feel like it is an eye sore but I couldn't disagree more. I think it is interesting and easy to read.

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