

# Graphic Design The New Basics Ellen Lupton

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## **Graphic Design: The New Basics: Second Edition, Revised ...**

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## **Graphic Design: Lupton, Ellen: 8601404859083: Amazon.com ...**

Here are six graphic design basics that the professionals put into practice. 1. Balance. What it is: Balance is the visual

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weight distribution of graphic elements in a design layout. Why it's important: Every graphic element carries its own visual weight, whether it comes from size, texture, color, or contrast. To achieve balance, think of ...

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Through visual demonstrations and concise commentary, students and professionals explore the formal elements of twodimensional design, such as point, line, plane, scale, hierarchy, layers, and transparency.

## **Graphic Design: The New Basics: Second Edition, Revised ...**

Ellen Lupton and Jennifer Cole Phillips will lay out the 5 basic principles of graphic design — symmetry, scale, framing, hierarchy, and grids — and preview what you'll learn in the rest of their design course.

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## **Graphic Design Basics: Core Principles for Visual Design ...**

Graphic design plays a critical role in brand-building and at the same time, in showcasing your skill-sets. Although branding and design are an inseparable experience, it's important to understand the fundamentals of graphic design before embarking on any new assignment.

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Graphic design : the new basics. [Ellen Lupton; Jennifer C Phillips] -- This guide aims to move students away from a cut-and-paste mentality and refocus design instruction on the fundamentals of form (starting from such basics as point and line) in a critical, rigorous ...

## **Graphic design : the new basics (Book, 2008) [WorldCat.org]**

Graphic Design: The New Basics lays out the elements of a visual language whose

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*Graphic Design The New Basics* by Ellen Lupton and Jennifer Cole Phillips is an effective introduction to the essential



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elements of graphic design. Each chapter is dedicated to one of these elements, such as rhythm and balance, color, scale, hierarchy, and the like.

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