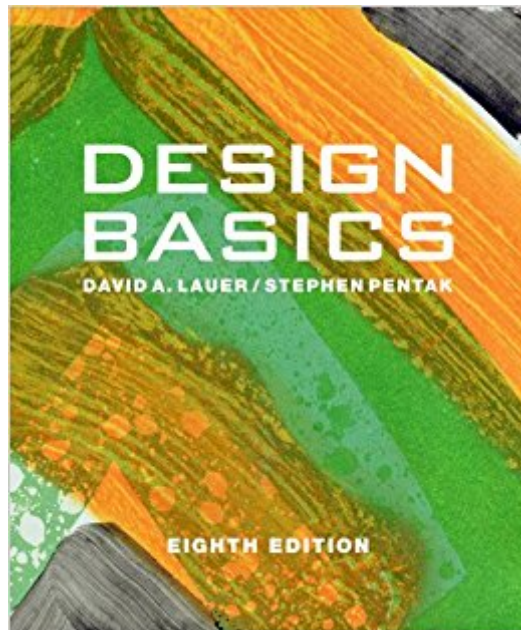


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# Design Basics (with CourseMate Printed Access Card)



## Synopsis

Filled with hundreds of stunning examples of successful two dimensional design, this how-to book explains design theory and gives you the tools necessary so you can create successful designs yourself. DESIGN BASICS presents art fundamentals concepts in full two- to four-page spreads, making the text practical and easy for you to refer to while you work.

## Book Information

Paperback: 320 pages

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Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (60 customer reviews)

Best Sellers Rank: #32,710 in Books (See Top 100 in Books) #146 in [Books > Arts & Photography > Decorative Arts & Design](#) #694 in [Books > Textbooks > Education](#) #1460 in [Books > Education & Teaching > Schools & Teaching](#)

## Customer Reviews

This rating relates to the Kindle edition of this book, and does not reflect the textual content. The reason I gave it two stars is because there are many pictures that aren't included in the Kindle download...a serious flaw considering that the nature of the book requires you to look at and analyze the picture's design. It says "Text/Image not available due to copyright restrictions" at least six times in the book.

This is the "go to" book for basic design concepts. I own two copies of the first edition and used that edition as a student 28 years ago. It prepared me for a 15 year career as a graphic designer and now, as a design instructor, I will be using the updated version with CD rom for my future classes. As others have said, the information is in easy to digest groupings and well illustrated, even in the original edition. I recommend this book without hesitation.

I love this book because it is clear, concise, and it has plenty of artistic references and some of them are recurrent in order you make connections between the book chapters; With this book you will

acquire the basics of Graphic Design. It is a very accessible book and consequently I would recommend it to anybody who has any interest in design, ads, etc. Very interesting.

Bought this book for a class, but never needed it. WHY?! Why do professors do that? Anyway, despite the fact that I didn't actually need this text, I am enjoying reading it. Has good info for beginner.

This is not a bad book, not a great one either. If I didn't need it for class I would have never purchased it. It is really expensive for such a thin book that really doesn't go in depth on any elements of design.

I really like this book. It's written in an easy-to-read format, which makes it easy for me to apply the principles in my designs. I also like the rental price...Update: Here's a message for ya, ! Let's get the return labels down to ONE FREAKIN' PAGE PLEASE. It's a waste of ink and paper for me to have to print two pages for absolutely no reason! ridiculous.

Dreadful use of the english language. Sub-par grammer. Illogical paragraph development. A truly rotten written book.Cannot imagine the publisher neglecting to have this edited.Cannot imagine this being used by any art or design class.Unacceptable!!!!

The book goes into great detail on the Principals and Elements of Design. It seems to be a good text book in addition to the instructors lectures.

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