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The Elements of Graphic Design: Space, Unity, Page Architecture, and Type

Alexander W. White

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The Elements of Graphic Design: Space, Unity, Page Architecture, and Type

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The Elements of Graphic Design: Space, Unity, Page Architecture, and Type Alexander W. White Approach page design in a revolutionary new way! Unlike other graphic design books, **The Elements of Graphic Design**reveals the secrets of successful graphic design from the unique perspective of the page's "white space." With the help of carefully selected examples from art, design, and architecture, the book illuminates the role of each design element and how it can be rendered more effective by including white space in the page architecture. The book also demonstrates how white space can lend "sound" to typography or shift the "weight" of a page. Clear, insightful comments are presented in a dynamic page design, and interactive design elements, thought-provoking captions, and scores of illustrations challenge designers to "think out of the box.".

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