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Solutions Robin Landa

Robin Landa is a Distinguished Professor in the Michael Graves College, Kean University. She has written over twenty books about graphic design, advertising design, branding, creativity, and drawing -- including Graphic Design Solutions, 6th Edition, Advertising By Design, 3rd Edition, and Nimble: Thinking Creatively In The Digital Age, which received an outstanding review in Communication Arts.

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by Robin Landa. This best-selling text remains the most comprehensive, how-to reference on graphic design and advertising for print and interactive media, intended to serve as a foundation for a graphic design and advertising design education. Theory and applications are stressed with an instructive approach. Known for its thorough treatment of theory and major graphic design applications, this text concentrates on the...

GRAPHIC DESIGN SOLUTIONS, 6th EDITION, is the most comprehensive reference on graphic design for print and screen media. Author Robin Landa introduces principles of design and how they apply to the various graphic design disciplines, and major applications are explained and illustrated with professional work and diagrams. This text serves as a solid foundation for typographic design, advertising design and graphic design. In-depth coverage includes such topics as design principles, the design process, concept generation, branding and visual identity, design for web and mobile, package design, portfolio

development, social media, ad campaigns and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A real-world introduction to advertising design and art direction, updated and revised for today's industry The newly revised Fourth Edition of Advertising by Design: Generating and Designing Creative Ideas Across Media delivers an invigorating and cutting-edge take on concept generation, art direction, design, and media channels for advertising. The book offers principles, theories, step-by-step instructions, and advice from esteemed experts to guide you through the fundamentals of advertising design and the creative process. With a fresh focus on building a coherent brand campaign through storytelling across all media channels, Advertising by Design shows you how to conceive ideas based on strategy, build brands with compelling advertising, and encourage social media participation. You'll also get insights from guest essays and interviews with world-leading creatives in the advertising industry. The book is filled with practical case studies that show real-world applications. You'll also benefit from coverage of A quick start guide to advertising A thorough introduction to what advertising is, including its purpose, categories, forms, media channels, social media listening, and its creators Creative thinking strategies and how to generate ideas based on creative briefs Utilizing brand archetypes and creating unique branded content Composition by design, including the parts of an ad, the relationship between images and copy, basic design principles, and points of view How to build a brand narrative in the digital age Copywriting how-to's for art directors and designers Experiential advertising An examination of digital design, including subsections on the basics of mobile and desktop website design, motion, digital branding, and social media design Perfect for students and instructors of advertising design, art direction, graphic design, communication design, and copywriting, Advertising by Design also will earn a place in the libraries of business owners, executives, managers, and employees whose work requires them to understand and execute on branding initiatives, advertising campaigns, and other customer-facing content.

ESSENTIAL GRAPHIC DESIGN SOLUTIONS features PART 1: FUNDAMENTALS OF GRAPHIC DESIGN, of the bestseller, GRAPHIC DESIGN SOLUTIONS, to provide a focused study of design basics. Covering print and screen media, this book examines conceiving, visualizing and composing solutions to design problems with a comprehensive examination of typography; a broader investigation of creativity and concept generation; visualization and color; an updated timeline; an online chapter about building a Portfolio and the job search; and more. Providing excellent illustrations of historical, modern and contemporary design, this book is a great resource. Now available to accompany this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Important Notice:

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What is your brand? As a designer your success depends on how you brand yourself and the service you provide. This book will help you explore, develop, distill, and determine a distinctive brand essence, differentiate yourself, and create your visual identity. Build Your Own Brand is a guided journal designed to help you sketch, write, design, and conceive the way you brand yourself. More than 80 prompts and exercises will help you develop your: Personal brand essence Visual identity and style Resume and elevator pitch and much more! Whether you're trying to land a new job or launch a design business, let this unique guide light the way. You'll find helpful advice, interviews, and prompts from esteemed psychologists, creative directors, brand strategists, designers, artists, and experts from a variety of disciplines. Build your own brand today!

ESSENTIAL GRAPHIC DESIGN SOLUTIONS features PART 1: FUNDAMENTALS OF GRAPHIC DESIGN, of the bestseller, GRAPHIC DESIGN SOLUTIONS, to provide a focused study of design basics. Covering print and screen media, this book examines conceiving, visualizing and composing solutions to design problems with a comprehensive examination of typography; a broader investigation of creativity and concept generation; visualization and color; an updated timeline; an online chapter about building a Portfolio and the job search; and more. Providing excellent illustrations of historical, modern and contemporary design, this book is a great resource. Now available to accompany this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Always wanted to learn how to draw? Now's your chance. Kean University Teacher of the Year Robin Landa has cleverly disguised an entire college-level course on drawing in this fun, hands-on, begging-to-be-drawn-in sketchbook. Even if you're one of the four people on this planet who have never picked up a pencil before, you will learn how to transform your doodles into realistic drawings that actually resemble what you're picturing in your head. In this book, you will learn how to use all of the formal elements of drawing—line, shape, value, color, pattern, and texture—to create well-composed still lifes, landscapes, human figures, and faces. Keep your pencils handy while you're reading because you're going to get plenty of drawing breaks— and you can do most of them right in the book while the techniques are

fresh in your mind. To keep you inspired, Landa breaks up the step-by-step instruction with drawing suggestions and examples from a host of creative contributors including designers Stefan G. Bucher and Jennifer Sterling, artist Greg Leshé, illustrator Mary Ann Smith, animator Hsinping Pan, and more.

From principle to practice, get it all in the revised edition of the comprehensive introduction to typography. *Type Rules: The Designer's Guide to Professional Typography, 3rd Edition* is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this edition has everything today's serious designer needs to use type effectively. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, how to avoid common mistakes, and how to design a typeface, as well as how to fully harness the power of major design packages such as InDesign? and QuarkXPress? -- with new coverage of their latest versions. This edition includes: New information on OpenType, font management utilities, font web sites, and interactive typography. An expanded?history of type and an updated glossary of key terms. Exercises throughout to help reinforce the concepts presented in the book. A wealth of tried-and-true as well as recently developed type tips. More in-depth type issues, including scaling logos. "I've purchased and read just about every book on typography written over the last twenty-five years. Ilene Strizver's *Type Rules* is one of the best. It's a book that will prove its value time and again." -- Allan Haley, Director of Words and Letters, Monotype Imaging "Type Rules is a must-have book for students and professionals alike. I highly recommend it." -- Prof. Ed Benguiat, world-renowned type designer and educator, School of Visual Arts

Every artist and designer, student or professional, needs a journal space to play in new ways, to think with a pencil in hand, by inventing, imagining, and thinking creatively. Unlike a blank journal, *Take a Line for a Walk* is a Creativity Journal--comprised of varied prompts, cuing people to respond to whatever creative action the prompt calls for--sketch/design/conceive/write. The author collaborated with esteemed designers, artists, architects, and experts in a variety of disciplines to deliberately vary prompts, which address numerous ways of thinking and creating. Designed by internationally acclaimed, Modern Dog Design Co., this imaginative, fascinating and playful journal entices all types of students, visual arts - and non-art majors alike, to supplement in-class projects or to stimulate thinking on a summer break or after graduation, to keep creativity flowing in this unique space.

In today's competitive marketplace, establishing a creative and comprehensive branding program is crucial to achieving business success. This dynamic new book from best-selling author Robin Landa is an all-inclusive guide to generating ideas and creating brand applications that resonate with an audience.

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A highly visual examination of each phase of the branding process includes comprehensive coverage of the key brand applications of graphic design and advertising. Readers gain valuable insight into the art of designing individual brand applications-brand identity, promotional design, identification graphics, web sites, advertising, and unconventional/guerilla formats, among others-while benefiting from the thoughtful commentary and full-color branding work of award-winning designers and creative directors worldwide. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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