



## **fundamentos de diseño grafico / Graphic Design Basics**



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# fundamentos de diseño grafico / Graphic Design Basics

*Harris Ambrose*

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The Fundamentals of Graphic Design offers a unique overview of a challenging and dynamic profession, covering a wide range of disciplines and media whilst exploring the role of modern graphic design. This book examines the familiar aspects of the graphic design process, such as art directing, copyright issues and web design, as well as the broader implications of graphic design, including social responsibility, its role in art and its future. The Fundamentals of Graphic Design is an ideal guide for anyone starting out or seeking a role in the world of graphic design.

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192 pages

Review

'Exciting visual examples! Easy reading - clear definitions.' - *Ejenobo Oke, Manchester College, USA.*

'I believe that it is the most comprehensive look at graphic design as a discipline that I have encountered.' - *Andrew Hawryshkewich, Simon Fraser University, Canada.*

'Fantastic - great information presented in an accessible way.' - *Neil Leonard, Arts University College at Bournemouth, UK.*

'Great introduction for level 4 BA Graphic students. Clear layout, easily accessible.' - *John Blackman, Cambridge School of Visual and Performing Arts, UK.*

'Really great content to teach what the graphic design field encompasses for the beginning student.' - *Nicole Stager, Lebanon Valley College, USA.*

'Great book about design fundamentals. I highly recommend it to any beginning to experienced designer.' - *Chuck Cell Davis, Shawnee State University, USA.*

About the Author  
Gavin Ambrose is a practising graphic designer whose client base includes the arts sector, galleries, publishers and advertising agencies. He has written and designed several books on graphic design, branding and packaging. Paul Harris studied at the London College of Communication and has gone on to become a freelance writer and editor. His work has appeared extensively in magazines and journals on both sides of the Atlantic, including style bible *Dazed & Confused*.

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