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*Page 15/25*

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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 plays a critical role in brand-building and at the



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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.

## **10 Basic Principles of Graphic Design | by Anahat Rawal ...**

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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)**

*Page 18/25*

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Graphic Design: The New Basics lays out the elements of a visual language whose forms are employed by individuals, institutions, and communities that are increasingly connected in a global society.

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New Basics, bestselling author Ellen Lupton (Thinking with Type, Type on Screen) and design educator Jennifer Cole Phillips explain the key concepts of visual language that inform any work of design, from logo or letterhead to a complex website. Through visual demonstrations and concise commentary, students and professionals explore

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the formal elements of twodimensional design, such as point, line, plane, scale, hierarchy, layers, and transparency.

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There are also quite a few new concepts here, so these could also be something you can inject to your

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