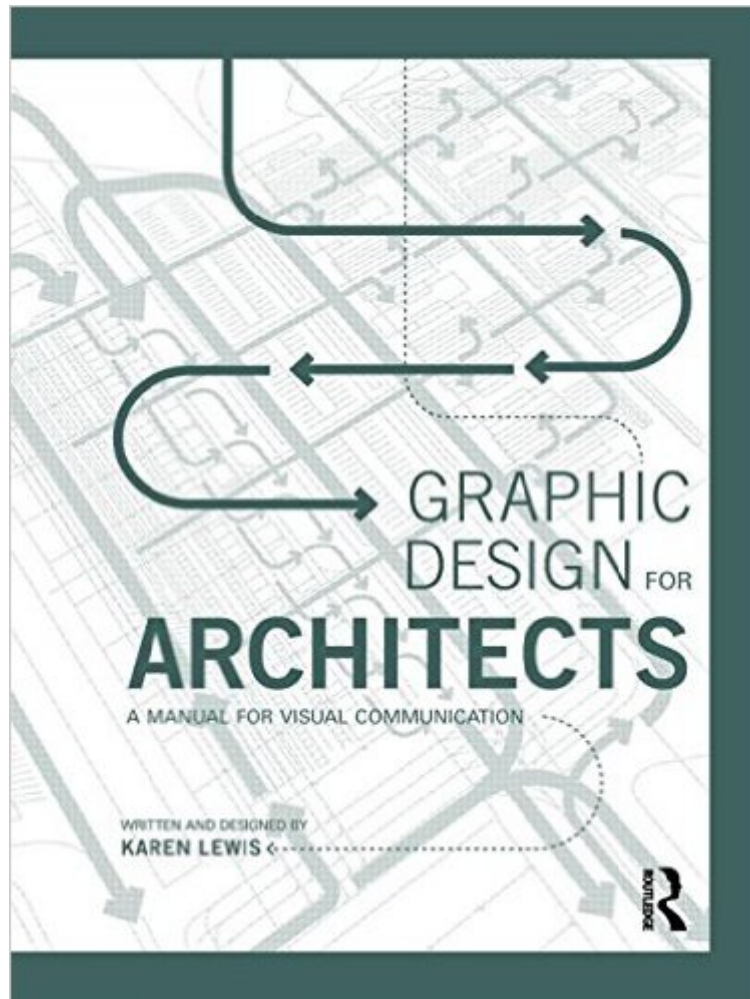


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# Graphic Design For Architects: A Manual For Visual Communication



## Synopsis

Graphic Design for Architects is a handbook of techniques, explanations and examples of graphic design most relevant to architects. The book covers a variety of scales of graphic design, everything from portfolio design and competition boards, to signage and building super-graphics – to address every phase of architectural production. This book combines and expands on information typically found in graphic design, information design, and architectural graphics books. As architectural communication increases to include more territory and components of a project, it is important for designers to be knowledgeable about the various ways in which to communicate visually. For instance, signage should be designed as part of the process – not something added at the end of a project; and the portfolio is a manifestation of how the designer works, not just an application to sell a design sensibility. In thinking about architecture as a systematic and visual project, the graphic design techniques outlined in this book will help architects process, organize and structure their work through the lens of visual communication. Each chapter is titled and organized by common architectural modes of communication and production. The chapters speak to architects by directly addressing projects and topics relevant to their work, while the information inside each chapter presents graphic design methods to achieve the architects' work. In this way, readers don't have to search through graphic design books to figure out what's relevant to them – this book provides a complete reference of graphic techniques and methods most useful to architects in getting their work done.

## Book Information

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## Customer Reviews

I love this book. As a city planning professor and a practicing city planner, I've been waiting for this book. My planning students are expected to demonstrate a working knowledge in executing graphic design for presentations, posters, resumes, portfolios, maps, information graphics, books/plans, and many other products. Most of my students don't have confidence in their graphics skills because it is very hard to teach students how to be good designers. A quick page through Lewis' book, students "get it" and are eager to understand the art and science behind her intelligently crafted lessons. This book is now required reading for every student in the city planning program. I am certain that the quality of our students' graphic communications skills will rise as a result. Although this book's title suggests that it is for architects, city planners, landscape architects, and other similar fields of study will greatly benefit from the book's lessons. Even MBA students with great business ideas could learn how to 'wow' their cohorts in presentations and with their final products. In fact, professionals in any field can learn how to become more convincing by using graphics in a smart way. This gorgeous work is already one of my favorite reference books and I predict it will become an important resource inside and outside of classroom. I'll bet that you will love it, too.

I'm a professional graphic designer dealing mostly with print. I took this book out from the library because it seemed like a good resource. I'm very happy with it and found it very useful - I ended up purchasing a copy.

This is a solid book. The only thing it is lacking is examples. I feel like this book could've done well to have an additional CD or USB containing full resolution reference images of portfolios and design boards to better understand what sort of information is being talked about. Overall I am very happy with my purchase and would recommend this to classmates / coworkers / friends.

This book has proven to be an extremely helpful tool in both my resume development, and designing my portfolio. The book lists guidelines and has multiple examples of what well crafted student, and professional resumes look like. It proved to be a key source in creating my portfolio as well. As an architecture student at the Ohio State University, it was easy to follow and help me produce a stunning student portfolio with its step by step template guidelines and recommendations for type faces, page layout, and graphic display.

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