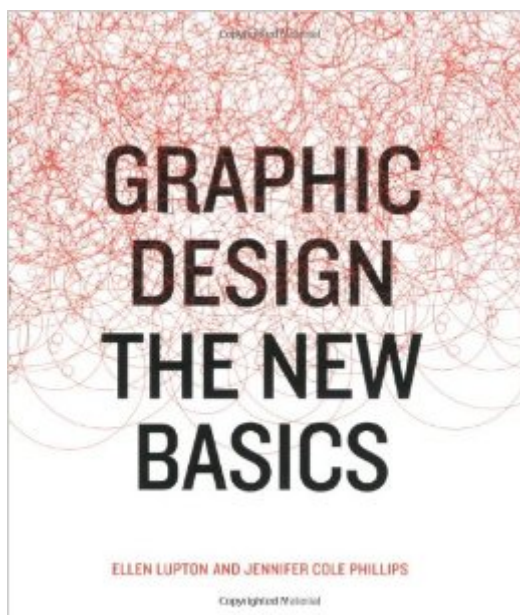# Graphic Design Hc: The New Basics

Synopsis

How do designers get ideas? Many spend their time searching for clever combinations of forms, fonts, and colors inside the design annuals and monographs of other designers' work. For those looking to challenge the cut-and-paste mentality there are few resources that are both informative and inspirational. In Graphic Design: The New Basics, Ellen Lupton, best-selling author of such books as Thinking with Type and Design It Yourself, and design educator Jennifer Cole Phillips refocus design instruction on the study of the fundamentals of form in a critical, rigorous way informed by contemporary media, theory, and software systems. Through visual demonstrations and concise commentary, The New Basics shows students and professionals how to build interest and complexity around simple relationships between formal elements of two-dimensional design such as point, line, plane, scale, hierarchy, layers, and transparency. The New Basics explains the key concepts of visual language that inform any work of designâ"from a logo or letterhead to a complex web site. It takes a fresh approach to design instruction by emphasizing visually intensive, form-based thinking in a manner that is in tune with the latest developments in contemporary media, theory, art, and technology. Colorful, compact, and clearly written, The New Basics is the new indispensable resource for anyone seeking a smart, inspiring introduction to graphic design and destined to become the standard reference work in design education.

Book Information

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Customer Reviews

This book is a great overview for the vocabularies of print design. Technically, I am an illustration student, but I have been taking graphic design courses at my school. That being said, alot of the

stuff being covered here would fall under the basic design courses at my school: Design 1 and Design 2. The information in this book (I've read 2/3 so far) covers basic compositional structures, hue/ value/ saturation, and other good fundamentals, but doesn't give you more than a paragraph. This is a GREAT coffee table book to give you ideas on your current project, but it is by no means textbook-grade learning for graphic design. It simply does not go into enough depth in order to become a great learning tool. I just wish there were more professional examples rather than student-created ones.

I bought this book sight unseen, based on the authors' reputations and the mostly good reviews. Sorry to say it, but the textual content of this book is the verbal equivalent of bad stick figure drawings badly layed out. I can only conclude that right-brained graphics-oriented people shouldn't be allowed to explain what it is they do. For me, this book has too many statements that are so abstractly vague or universally applicable as to be meaningless, plus a fair share of contradictory statements, some within a paragraph and others within even a single sentence.Zooming out, if you are looking to this book for cohesive, practical guidelines for implementing these "New Basics", look no further than the back cover where you'll find the chapter names listed, each of which represents a basic graphic design element. Then go out and analyze some award-winning designs with these chapter titles in mind. The example designs reproduced in the book seem to be mostly a showcase for the works of the authors' students. I found many of them quite pleasing, and since they made it into the book, I assume they are "good design". Based on what I learned from the text, I can't really say.

I was very disappointed in this book. Given the title, I expected more cohesive guidelines and analysis on assembling the "New Basics" into my designs. To me, it was primarily a showcase of work done by the authors' students, some of which I enjoyed, but I didn't find it very helpful or insightful. In fact, I returned it for a refund.Also, I found some of the type so small as to be unreadable, which for experienced designers, I found surprising. Not high on my list, obviously. I expect a title and/or subtitle to deliver on its implied promise. Perhaps I totally misunderstood the intent of the book, but I expected something that would weave these so-called new basics into a whole, provide direction, and help me produce better designs. Maybe that happens over the course of time in class, but I didn't see that happening in the book.If you're looking for guidance and direction, I don't think this is the book for you. It wasn't for me.

I purchased and reviewed this book when a student of mine (who turned out to be a top performer) complained that, "It's a cover and some pictures and nothing in between. It doesn't explain anything."Sadly, I have to confirm her analysis. As a design instructor, I'll say flatly that this book simply does not contain what you need to know to understand the fundamentals of design.This book is not a design text at all, but rather a collection of student art exercises (not design exercises, as the book title would imply).The chapter outline does list a smattering of the fundamental concepts of design. But the book is devoid of any content, visual or verbal, that clearly explains the concepts it does mention.Further, the book is missing many critical basic concepts, especially those developed in the last couple of decades (which is odd given the title).As such, it does nothing to prepare a student to make informed decisions in the discipline of visual design.If you just want to look at some pictures of interesting student art projects, this book might be worth the $20. Even then, there are much better books.But, if you want even a basic primer in the discipline of visual design, you'll need to look elsewhere.If you were uninformed when you started this book, you'd be uninformed when you finished.Visual design and its parent discipline, communications design, are in the midst of an explosive and exciting revolution of understanding.But this book is not a window into that body of rapidly evolving knowledge.

As far as the Kindle version of this book goes it's absolutely horrible. I'm able to get the assigned reading done for the class this book was required for but this is by far the worst ebook I've ever experienced. Pages in this book seem like a bad photocopy. There is actually a wrinkle scanned into almost every page that cuts out about a quarter of a line of text. There's enough text to figure out what the sentence says but it's persistent through the book. The book can only be read in landscape mode and the zooming focuses on paragraphs rather than being a normal zoom. Basically I would have been happier with a pdf of this book. At least then it would be compatible to read on anything besides an iPad. I ultimately stuck with this version because I hate carrying physical books but this was a huge disappointment considering it cost the same price as the paperback and I can't resell it when the class is done.

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