



2D: Visual Basics For Designers (Design Concepts)

Robin Landa, Rose Gonnella, Steven Brower

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2D: Visual Basics for Designers features a concept-based approach that explores the fundamental elements, principles, and applications of two-dimensional design for print and screen-based media. This striking new book covers 2D applications in a variety of visual communications—from graphic design and advertising design to environmental design and illustration. Building a strong foundation in two-dimensional design, 2D: Visual Basics for Designers not only provides readers with essential content; it also teaches the conceptual and analytical skills designers must have to think visually, critically, and creatively.

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