Guide to Graphic Design, Books a la Carte Edition

By Scott W. Santoro

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Learn to Conceptualize, Create, and Communicate in Graphic Design

An exciting first edition, *Guide to Graphic Design helps* readers learn the mechanisms used to convey information, integrate ideas into full concepts, but most importantly, to think like a graphic designer. Scott W. Santoro focuses on the principle that design is a layered and evolving profession. The text highlights step-by-step design processes and illustrates how to build good work habits.

Creations from top design firms and design school programs are presented in each chapter engaging readers through the book. Designers have contributed short essays on their work style, their studio habits, and their inspirations. Each designer, showing a passion for design and communication, offers a new perspective and approach to possible working methods.

MyArtsLab is an integral part of the Santoro, program. Key learning applications include, Closer Look tours, 12 Designer Profile videos and *Writing About Art.*

BRIEF TABLE OF CONTENTS: Preface. Virtual Crit Wall, Dear Reader and Features. Chapter 1 About Graphic Design. Chapter 2 A Brief History of Graphic Design. Chapter 3 Graphic Design Concepts. Chapter 4 Researching a Graphic Design Project
Chapter 5 Generating Ideas. Chapter 6 The Elements and Principles of Form. Chapter 7 Type and Typography
Chapter 8 Proportion Systems: Grids and Alignments. Chapter 9 Concepts in Actions. Chapter 10 Visual Coding: Loading Form with Meaning. Chapter 11 Interactions and Motions Design. Chapter 12 Becoming a Designer.

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This Book a la Carte Edition is an unbound, three-hole punched, loose-leaf version of the textbook and provides students the opportunity to personalized their book by incorporating their own notes and taking the portion of the book they need to class – all at a fraction of the bound book price.

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Editorial Review

About the Author

Scott W. Santoro is principal of Worksight, a New York graphic design studio. He holds graphic design degrees from Pratt Institute (BFA) and Cranbrook Academy of Art (MFA). He is also a graphic design professor at Pratt Institute in Brooklyn, New York, and is an active speaker on graphic design issues. Scott has served as vice president of the New York Chapter of the American Institute of Design (AIGA) and as a national screening committee member for design as part of the Fulbright program.

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