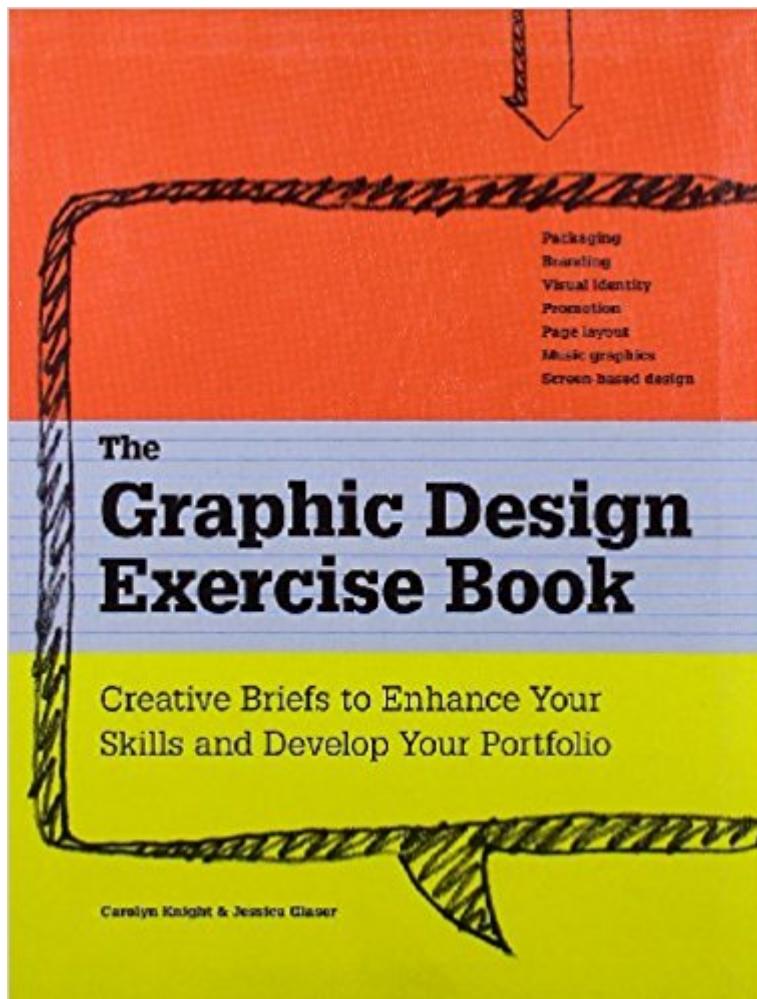


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# The Graphic Design Exercise Book



## **Synopsis**

Graphic designers like to be creatively challenged. The design briefs in The Graphic Design Exercise Book act as sparks to fire your creativity and exercises to broaden your skill set. As prompts for developing your own personal projects they can lead to unexpected developments and revitalized portfolios, helping you break into new and lucrative areas of the design industry. Each brief is illustrated with inspiring reference material providing a visual resource that can be utilized well beyond this book. Sample roughs and visuals show work in progress to give you an insight into the thought processes and creative bent of other designers. Industry insiders share their specialist knowledge, offering professional advice on a selection of fully realized projects. As an additional research tool, The Graphic Design Exercise Book gives you a full glossary and reading list for every genre covered, including: packaging, visual identity and branding, page layout, music, graphics, screen-based design.

## **Book Information**

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## **Customer Reviews**

Jessica Glaser and Carolyn Knight are partners in the design firm, Bright Pink, which has clients in industries including textiles, health care and finance. They are also instructors in Graphic Communications. They live in Stafford UK.

Yes, there are plenty of sample projects for you to do in this book, but I think the best part of it was how in each project, there were explanations on what to do to get a desired result. For example, if you were to design a logo, it would explain what to look for in the competition, how to beat them,

and how to interpret the information you've gathered to complete a design. It was a good refresher for sure.

I saw this book at Barnes and Noble and just by looking at it, this is a FANTABULOUS book to have for those that need to update their portfolio or just want to design something but aren't sure what to create. This gives you a good focus on what to create, but giving you info on the product to make and what the target audience is. Of course you can adjust this as you want, but it's a great starting point to see what to create.

I was really excited when ordering this book because I thought it would help me to improve my skills realizing GD projects this summer. Unfortunately there was a misunderstanding...I received it this morning and the book is not really an exercise book according to me. It starts with a packaging section trying to define more or less what packaging design is. It eventually gives pieces of advice to go this direction or this one, but it is not really relevant according to me unless you never had GD classes. I reproach the book its misleading title. Yet, illustrations are nice, and can eventually inspire you, but you could find many for free on internet. Moreover, do not expect anything of the comments because they are the same of what teachers should teach us...unless you never listened or missed a lot and failed your classes. VERY DISAPPOINTED, but maybe I am too exigent. Anyway, I send it back Illico presto.

The book is very practical in a way students really need it to enhance their skills. I bought it to see if I could use some ideas with my editorial class and think it will be amazing! Teachers, students and professionals looking for new experiences to increase their portfolios should really buy it.

This was purchased for my son who is studying to be a graphic deisgner. He had seen the book in the library and felt that it would help him in this studies. He is completely satisfied. Thanks.

Book is everything I was looking and hoping for. Thank you!

Just as expected.

If you are a Graphic Designer, or thinking about becoming one, this book is will help you with your work. It won't make you a better designer, but it will help you refine your skills, brush-up your

creative thought process and reinforce a 'more work-output' attitude for design variations and refinement. The book is not necessary for a graphic designer, it is only to better help one who is 'creatively stuck' on a project. I like this book because it has some good useful information and I feel that, especially in this field, that the more information one has, the better he/she is in the field.

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