

Basics Design 01: Format: Second Edition

By Gavin Ambrose, Paul Harris

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One of the fundamental topics within graphic design, format represents the physical point of contact with the user. *Basics Design 01: Format* examines established format standards and demonstrates how a creative approach to format selection and presentation space can produce dramatic results in both print and digital media. New material in this edition includes a new chapter, focusing on on-screen, online and moving image, and much of the content has been updated and restructured.

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Basics Design 01: Format: Second Edition By Gavin Ambrose, Paul Harris Bibliography

- Sales Rank: #330520 in Books
- Brand: Brand: Fairchild Books AVA
- Published on: 2012-06-21
- Released on: 2012-06-21
- Original language: English
- Number of items: 1
- Dimensions: 9.11" h x .70" w x 6.31" l, 1.40 pounds
- Binding: Paperback
- 208 pages

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Editorial Review

Review

Reviews of first edition

'One of the things I have really enjoyed about AVA's books is the selection of images and the various types of paper employed. Not only do your books house valuable content, the content is presented well with great photography - the angle shots, close-ups, etc. I currently use AVA's ***Basics Design: Format*** and ***Print and Finish*** for my two senior production courses. The heavy use of images with tight definitions and commentary appeal to the students and the type of examples selected by the authors inspire stronger design solutions.'

Elsi Vassdal Ellis, Western Washington University, USA.

'Extremely visually clear book. Excellent variety of formats succinctly explained; all very inspiring. This is perfect for providing our students with ideas on how to present portfolios/design reports and even CVs...instead of the usual boring format of bound plastic sheets.'

Richard Frankland, University of Salford, UK

From the Back Cover

AVA Academia's Basics Design titles are designed to provide visual arts students with a theoretical and practical exploration of each of the fundamental topics within the discipline of Graphic Design. Packed with examples from students and professionals and fully illustrated with clear diagrams and inspiring imagery, they offer an essential exploration of the subject.

Format is critical to design practice as it represents the physical point of contact with the user, affecting how successfully a design's printed or digital information is received. **Basics Design: Format** explores the entire range of formats available to designers today, from the traditional formats of books, magazines and posters to emerging technologies and new media. **Format** clearly demonstrates how a range of formats serve different purposes through a practice-led and visually stimulating exploration of the role of narrative, construction, identity, and shape and form, and explores how these affect the final design outcome.

In this completely revised second edition of Format, Gavin Ambrose and Paul Harris demonstrate how a creative approach to format selection and presentation space can produce dramatic results in both print and digital media. Filled with exciting new case studies of contemporary design practice and practical exercises designed to aid readers in their own work, this richly illustrated book is an invaluable guide to the often underused tool of format within design and visual communication.

About the Author

Gavin Ambrose MA is a practising graphic designer whose client base includes the art sector, galleries,

publishers and advertising agencies. He has written and designed several books on graphic design, branding and packaging.

Paul Harris PG Dip is a freelance writer, journalist and editor. Paul writes for international magazines and journals in London and New York. He is co-author and a collaborator on books about packaging design and design principles.

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