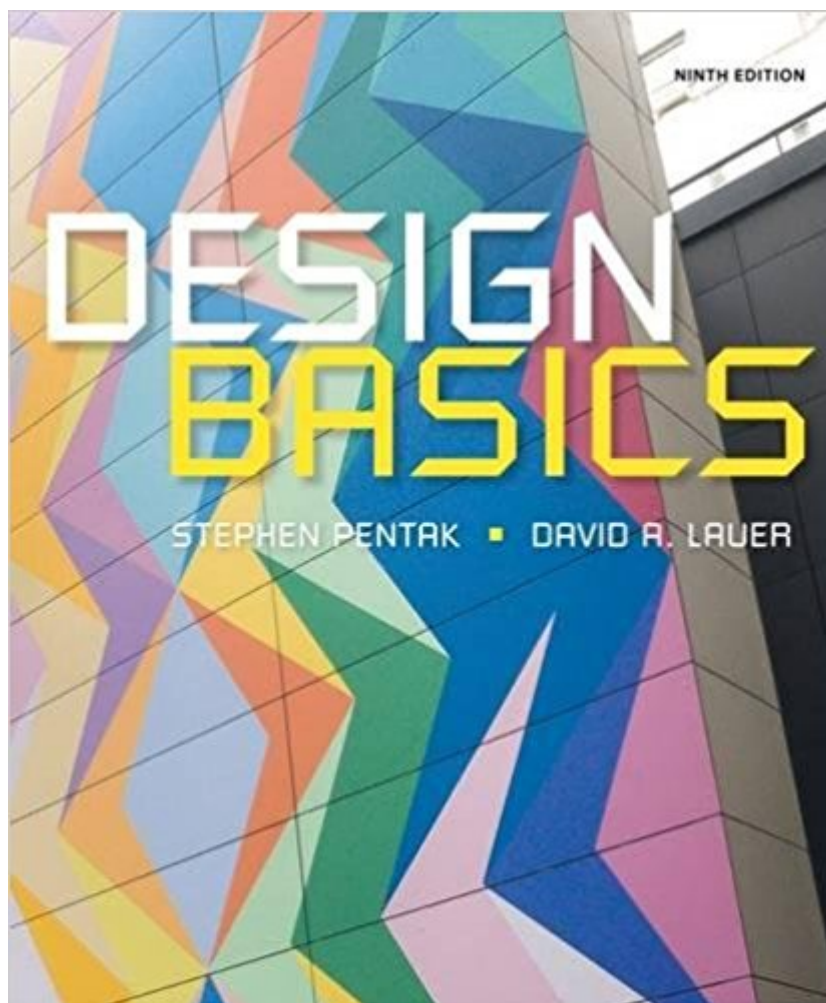


The book was found

Design Basics



Synopsis

Filled with hundreds of stunning examples of successful two-dimensional design, this how-to book explains design theory and gives students the tools needed to create successful designs. DESIGN BASICS presents art fundamentals concepts in full two- to four-page spreads, making the text practical and easy for students to refer to while they work.

Book Information

Paperback: 320 pages

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Average Customer Review: 4.4 out of 5 stars 86 customer reviews

Best Sellers Rank: #3,978 in Books (See Top 100 in Books) #24 in Books > Arts & Photography > Graphic Design #166 in Books > Textbooks > Education #222 in Books > Education & Teaching > Schools & Teaching

Customer Reviews

Stephen Pentak received his BA from Union College in New York, and his MFA from Tyler School of Art at Temple University. He is Professor Emeritus of Art, and a past Associate Dean of the College of the Arts at Ohio State University. He has been the recipient of four Ohio Arts Council Fellowships and he has been a visiting resident artist at Delfina Studios in London, and Glasgow School of Art. Mr. Pentak's recent solo exhibitions include shows at Kathryn Markel Fine Arts in New York and Susan Street in San Diego. He is co-author of COLOR BASICS as well as DESIGN BASICS. www.stephenpentak.com. David A. Lauer is Emeritus Professor of Art at the College of Alameda.

Love this book. Easy to read.

If you are an art student or artist, irrespective of medium, you will profit from studying this book. I see so many works that don't work because of mediocre design. Take the principle of "unity". I see so many contemporary works, both in museums and galleries, where the artists should have stopped, but felt compelled to add more, and broke the piece because they didn't understand

unity. My favorite book on design. I gave away my first copy and bought it again. Good examples. Most other design books strike me as being somewhere between ambiguous and vacuous such that one wonders if those author would agree with themselves an hour after writing a paragraph. The design world is full of nonsense so this is a refreshing alternative. "Design Basics" is more direct and many of the examples are straight forward. The cartoons at the beginning of the chapters are illustrative and priceless. If you are an art student, start with the table of contents and consider if you understand each topic and can give examples from your own work.

Every artist (of different backgrounds) I've worked with and respected have talked to be about this book. You can build a great foundation reading it from time to time. After working some time, I go back in and learn or re-learn valuable advice. This is not a "sit down and read it from start to finish and you will become a master", but acts like a reference. From time to time pick up a section and REALLY learn/understand what it is trying to teach you. Feel it. I am a better artist by having read this book.

I bought this book from "Anybook" through . The book is fine, although later versions are nicer--better quality paper and better quality photos. Therefore I did not want to give it 5 stars. However this book was \$53 compared to \$90 to \$129 for later versions. It was sold as NEW and indeed is a new book, perfect condition. The book seems to have excellent information for any type of artist. I would recommend the book, particularly a later version if you can spend the money.

It's a very good book for learning the basics of design as they pertain to all aspects of art. It was more of a review of all the things I learned in my 2D Design class, but it was definitely a worthwhile read.

Bought this book for my beginning Design class in college, and learned so much from it! It's very easy to read and explains all the design elements and principles very well. I was also very pleased with how quickly it came in the mail, and how great of condition it was in, even though I bought it used.

This is the best design book that I own. It covers pretty much everything you need to know. I learned more from this book than I did in school.

Book used extensively in a college level Art 2D class.

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