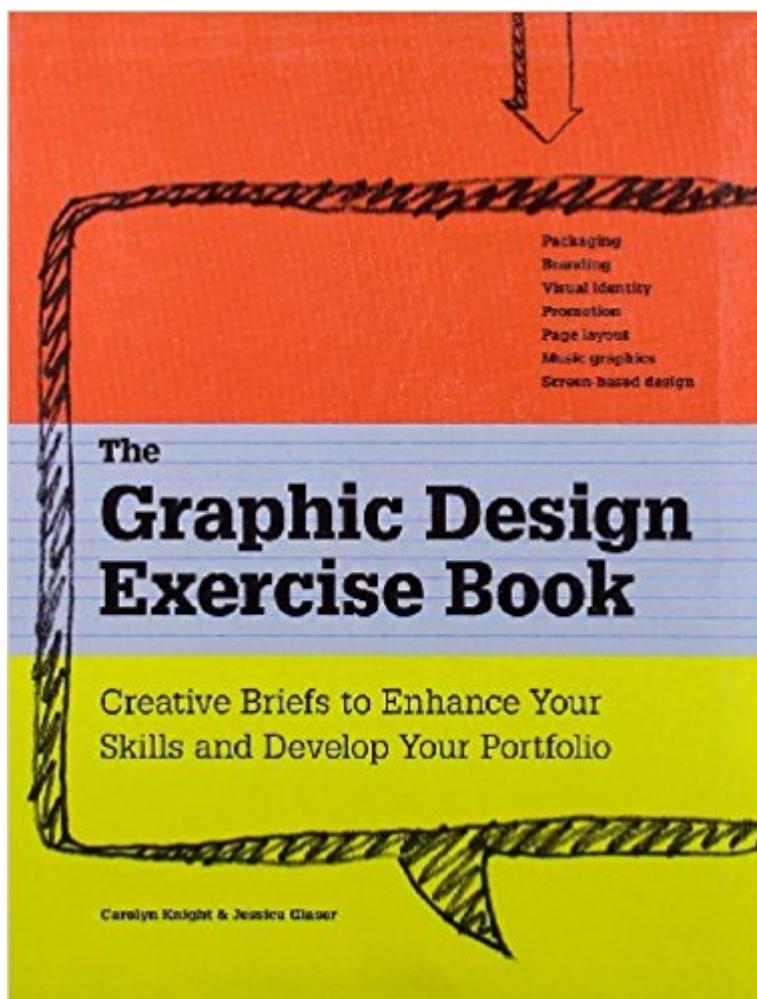


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# The Graphic Design Exercise Book



## **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**

Flexibound: 256 pages

Publisher: HOW Books (April 12, 2010)

Language: English

ISBN-10: 1600614639

ISBN-13: 978-1600614637

Product Dimensions: 6.7 x 0.8 x 8.8 inches

Shipping Weight: 1.6 pounds

Average Customer Review: 3.9 out of 5 stars See all reviews (21 customer reviews)

Best Sellers Rank: #231,324 in Books (See Top 100 in Books) #56 in Books > Arts & Photography > Graphic Design > Commercial > Book Design #872 in Books > Arts & Photography > Graphic Design > Techniques

## **Customer Reviews**

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.

This book was purchased for a graphic design course I was taking. Usually at the end of each

semester I would sell back my books however this book I kept as it is very useful and informative. It has so many great exercises that help keep everything I learned fresh in mind. Very useful and would recommend it to anyone.

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.

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 haven't finished the book yet, but from what I've completed I really like it. Reminds me of assignments I'd get in school.

I am an upcoming junior in college studying design and photography. I went on my very first interview for an internship and the individual told me to add more of my own work that was done outside of school. I saw this book in Barnes and Noble (FYI buy the book online because I spent about \$30 on this it was worth it but save the money when you can lol) and I flipped through it and immediately bought it. It has great design challenges for all levels. It's a great book to build a solid portfolio with different tasks such as branding to package creation. You will not regret buying this book.

This was purchased for my son who is studying to be a graphic designer. He had seen the book in

the library and felt that it would help him in this studies. He is completely satisfied. Thanks.

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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