

<<THE LITTLE BOOK OF B>>

图书基本信息

书名：<<THE LITTLE BOOK OF BIG PROMOTIONS 平面设计创意集锦>>

13位ISBN编号：9789812453372

10位ISBN编号：9812453377

出版时间：2007-3

作者：Lisa Cyr , Lisa Hickey 等著

页数：351

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<THE LITTLE BOOK OF B>>

内容概要

Designers are always looking to give their work the creative edge required to get noticed in a sea of marketing and promotion. To achieve this, they must be market savvy, innovative, and possess up-to-date production know-how.

The Little Book of Big Promotions is packed with content that offers creative inspiration. It offers hundreds of design ideas, insight into the creative process and execution, and the tools and information needed to make the right production decisions. Project details are highlighted and descriptive text dissects the essential design elements that make each promotion unique and effective. This book will enable seasoned professionals and less-experienced designers to choose the right options for their job, budget, ability, and the market they are trying to reach.

<<THE LITTLE BOOK OF B>>

书籍目录

INTRODUCTION: Positioning Yourself in the Creative MarketplacePART CHAPTER 1: Unconventional Surfaces and Printing Techniques CHAPTER 2: Unique Constructions, Folds, and Die-Cuts CHAPTER 3: interesting Bindings, Fasteners, and Wraps CHAPTER 4: Alternative Uses and Add-OnsPART CHAPTER 5: Innovative CHAPTER 6: Humor CHAPTER 7: Unexpected CHAPTER 8: Lush CHAPTER 9: Tactile CHAPTER 10: InteractivePART Visual Puns Pattern Graphics Graphics That Define a Category Photo Graphics Minimalist Graphics Equity Graphics Symbol Graphics Personal Graphics Brown Paper Wrapper Graphics Lighthearted GraphicsDIRECTORY OF CONTRIBUTORSABOUT THE AUTHORS

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>