



## The Visual Design Primer

By Susan G. Wheeler, Gary S. Wheeler

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**The Visual Design Primer** By Susan G. Wheeler, Gary S. Wheeler

A highly practical and compact reference for beginning designers, this easy-to-use “how-to” guide offers an abundance of step-by-step design development examples as it clearly explains the basic building blocks of design—how to stimulate creativity, the process of design (from thumbnails to layouts to comprehensives), and the immediate application of these concepts to specific design projects for print and electronic media. Begins with a quick background overview and continues with sections of design preliminaries, design components, design production, and the design profession. Explains concepts simply with many examples and illustrations. Lays a strong foundation for solving all kinds of design problems. Provides extensive, annotated examples of design development at the early stages when designers are most confused and easily discouraged, clearly demonstrating the steps to take to begin an actual design. Explores a full range of design applications in common print and electronic uses, such as advertisements, posters, pictograms, brochures, newsletters, web pages, and display presentations, and examines a full range of production issues, including printing techniques, paper selection and manufacture, and finished art preparation. Comes in a compact 5 1/2" x 8 1/8" size. For graphic designers, or those contemplating a career in design.

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### Editorial Review

#### From the Back Cover

***The Visual Design Primer*** is a user-friendly textbook for beginning graphic communication designers. The book explains, demonstrates, and dissects the world of design. It discusses design history, practical applications, and procedures for entering the field. Information is presented using text, visuals, and step-by-step examples, which include rough thumbnails, revised layouts and completed designs. Using a wide variety of illustrations, ***The Visual Design Primer*** demonstrates design techniques and processes in a practical, easy-to-follow style.

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***This book comes as a result*** of years of working in, teaching in, and writing about the field of design and art. It was triggered, in part, by a desire to reach out to those standing on the sidelines contemplating a career in design; to those uncertain about their own design abilities, or, more importantly, their design capabilities. It is meant to encourage others to become designers.

Considering design as a career is a big decision fraught with uncertainty. "Is this really for me?" "Am I that creative?" There is a lot of impressive design out there. Looking at it can intimidate the undecided. "I can't possibly do that!" "I'm not good enough." All accomplished designers started in this same place. They faced the same uncertainty. They created designs that would make them cringe today. That, however, did not cause them to remain on the sidelines and seek another career path. Why not? What gave them the confidence to think they would succeed as designers?

Designers are creative, visual problem solvers, whether designing advertisements, brochures, video graphics, web sites, three-dimensional products, or skyscrapers. Just as some people speak with their hands, designers think with their fingers. They are always doodling or scribbling on paper, always converting what they think or see into a visual form. This is impossible to stop; it is the way they process information and develop solutions. It is not wasting time; it is satisfying a need; it is how they function.

For many students contemplating design as a career, acknowledging that need is what keeps pulling them back to design. What they create now is not exceptional or publishable, but it is visual, and it is satisfying. Like a diamond in the rough waiting to be cut, polished, and put out for display, the ability needs to be nurtured, honed, and disciplined. It will take several years of study and hundreds of completed projects for it to mature. The experience will be both satisfying and at times frustrating. The end result, however, will prove worth the journey and the future design solutions a testament to the right path taken.

Susan G. Wheeler

Gary S. Wheeler

### Users Review

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**Lori Hunt:**

The book The Visual Design Primer give you a sense of feeling enjoy for your spare time. You may use to make your capable far more increase. Book can being your best friend when you getting tension or having big problem with your subject. If you can make examining a book The Visual Design Primer to get your habit, you can get more advantages, like add your personal capable, increase your knowledge about many or all subjects. It is possible to know everything if you like available and read a reserve The Visual Design Primer. Kinds of book are a lot of. It means that, science e-book or encyclopedia or other people. So , how do you think about this book?

**Jason Serrano:**

The event that you get from The Visual Design Primer may be the more deep you digging the information that hide within the words the more you get considering reading it. It doesn't mean that this book is hard to recognise but The Visual Design Primer giving you joy feeling of reading. The article author conveys their point in selected way that can be understood simply by anyone who read that because the author of this publication is well-known enough. This book also makes your own vocabulary increase well. Therefore it is easy to understand then can go along, both in printed or e-book style are available. We highly recommend you for having this specific The Visual Design Primer instantly.

**Walter Telford:**

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**Brian Scheele:**

What is your hobby? Have you heard that question when you got college students? We believe that that issue was given by teacher to their students. Many kinds of hobby, All people has different hobby. And you know that little person similar to reading or as studying become their hobby. You need to know that reading is very important and also book as to be the thing. Book is important thing to include you knowledge, except your own teacher or lecturer. You will find good news or update in relation to something by book. Numerous books that can you decide to try be your object. One of them is niagra The Visual Design Primer.

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