



Guide to Graphic Design

By Scott W. Santoro



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Learn to Conceptualize, Create, and Communicate in Graphic Design.

An exciting first edition, *Guide to Graphic Design* helps readers learn the mechanisms used to convey information, integrate ideas into full concepts, but most importantly, to think like a graphic designer. Scott W. Santoro focuses on the principle that design is a layered and evolving profession. The text highlights step-by-step design processes and illustrates how to build good work habits.

Creations from top design firms and design school programs are presented in each chapter engaging readers through the book. Designers have contributed short essays on their work style, their studio habits, and their inspirations. Each designer, showing a passion for design and communication, offers a new perspective and approach to possible working methods.

MyArtsLab is an integral part of the Santoro, program. Key learning applications include, Closer Look tours, 12 Designer Profile videos and *Writing About Art*.

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- **Improve Critical Thinking** - Exercises throughout the text help readers to make decisions and understanding the connection between an idea and its execution.
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Editorial Review

About the Author

Scott W. Santoro is principal of Worksight, a New York graphic design studio. He holds graphic design degrees from Pratt Institute (BFA) and Cranbrook Academy of Art (MFA). He is also a graphic design professor at Pratt Institute in Brooklyn, New York, and is an active speaker on graphic design issues. Scott has served as vice president of the New York Chapter of the American Institute of Design (AIGA) and as a national screening committee member for design as part of the Fulbright program.

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