



Introduction to Two-Dimensional Design: Understanding Form and Function

John Bowers

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Introduction to Two-Dimensional Design, Second Edition provides a solid foundation in timeless design principles. With the help of more than 200 revealing illustrations, the book explores both the qualitative and quantitative aspects of 2D design, interweaving historical accounts with penetrating analyses of visual principles and issues found in important contemporary examples. This new edition demonstrates how competing approaches to 2D design--including those based on intuition, play, chance, and empirical research--can be used successfully, either alone or in combination.

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