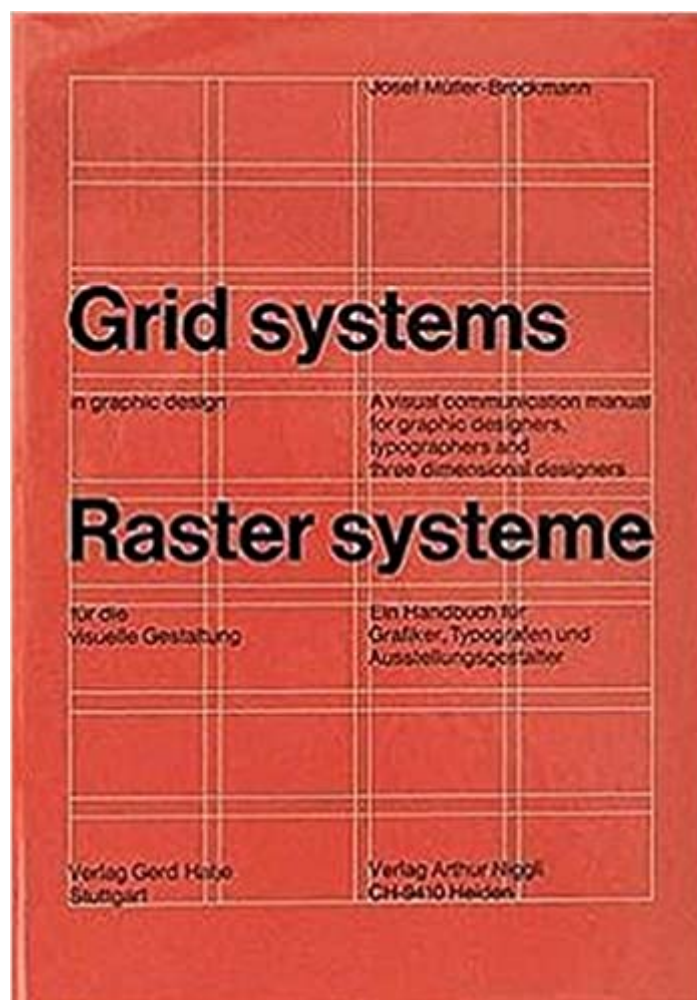


The book was found

Grid Systems In Graphic Design: A Visual Communication Manual For Graphic Designers, Typographers And Three Dimensional Designers (German And English Edition)





Synopsis

From a professional for professionals, here is the definitive word on using grid systems in graphic design. Though Muller-Brockman first presented his interpretation of grid in 1961, this text is still useful today for anyone working in the latest computer-assisted design. With examples on how to work correctly at a conceptual level and exact instructions for using all of the systems (8 to 32 fields), this guidebook provides a crystal-clear framework for problem-solving. Dimension: 8 1/2 x 11 3/4 inches, English & German Text, 357 b&w examples and illustrations.

Book Information

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Customer Reviews

Great material for Graphic Designers.

This book gives you the essence of what is the grid itself and it opens your mind to new creations.

I had high hopes for this book, and very much enjoy its addition to my mini library, but expected more than a basic overview of layouts and grids. One of its most useful features is its review of common fonts, which I found informative and helpful. I would have liked to see more innovative grid layouts, but this book provides great basic understanding of grid systems to launch your work.

An awesome guide for all people involved in some kind of creative stuff and layouts. Highly recommend this book, even if you just want to place it on your bookshelf as a reference, it is definitely worth it. Danke,

Purchasing my copy of grid Systems in Graphic Design, by Josef Muller-Brockmann, was the best money I've ever spent on a design text. I was a relatively seasoned designer with 6 years of pro-experience when I was fortunate enough to find a copy of this masterpiece. I was largely self-taught however, and while I knew from working in various layout programs about grids, I had no idea how powerfully they could be utilized. Within a weekend of reading and absorbing this book, my designs had improved substantially. The grid theory and aesthetic principles set forth here are easy to understand and immediately put into use. The book lays bare the absolute essentials for successful corporate design, and the examples of the author's work from 50 years ago (the first IBM Corporate Identity) are so "current" you will be amazed at how little good, clean design principles have changed over the decades. Buy this book, wherever you find it... especially if Corporate Design is your thing.

An excellent book on grid.

This book is the Grid Systems Bible. This should be learned and studied, afterwards consulted everyday. I believe it to be one of the first books a Graphic Designer should buy.

you will not regret buying this book. a must have book for any designer of any discipline (web, print, media, etc). the downside is that there's a lot of reading to do. so hunker down and expect to fall asleep a few times during the readings, but it's definitely worth knowing how the system works from the master of the grid.

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