Visual Literacy: A Conceptual Approach to Solving Graphic Problems

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The task of creative visual communication is to interpret problems in a personal way while meeting the practical communicative needs of others. This book is divided into two main parts. Part 1, "Graphic Design Exercises", offers 400 original solutions to 25 design projects and problems. Each assignment is designed to promote an understanding of a fundamental design idea or principle. Part 2, "Illustration Exercises", over 200 solutions to 10 problems are presented. This section of the book investigates many of the same concerns covered in part 1 of the book, but its solutions are in the form of two and three dimensional illustrations. Richard Wilde is the author of "Graphics", "Communication Arts" and "Step-By-Step Graphics". This book is aimed at graphic design students.

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