

Make Design Matter Little About

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the nuts and bolts of effective package design the design bar is at an all time high for those brave enough to participate in the industry today s designers must be clear on all the steps necessary to create work that stands out in an increasingly competitive marketplace unfortunately most design books only focus on type color and layout issues the design matters series takes a more in depth approach allowing designers to learn not only how to create work that is aesthetically appealing but also strategy driven and smart this book focuses on developing creating and implementing package designs while others in the series dissect brochures logos publications and letterhead systems each book offers all the essential information needed to execute strong designs in concert with beautiful and well crafted examples so readers can successfully hit the mark every time

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metropolis a magazine positioned to be at the center of cultural dialogue has put together a trip through 20 years of design and a voyage into the next 20 years with a compilation of new material as well as excerpts from past issues

vol for 1867 includes illustrated catalogue of the paris universal exhibition

list of members in each volume

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