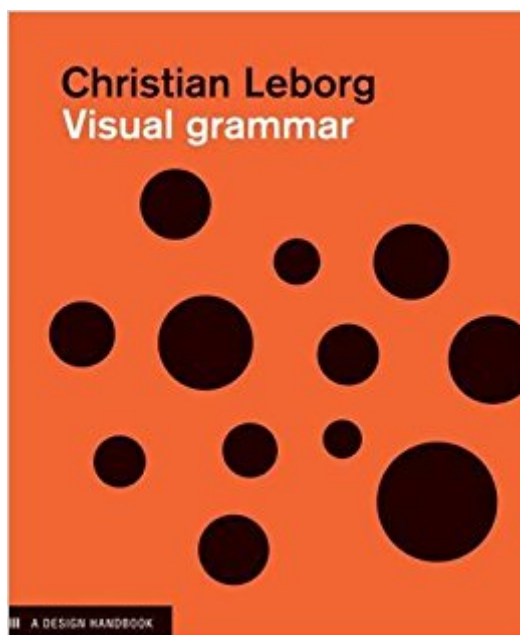


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# Visual Grammar (Design Briefs)



## Synopsis

Life in the image world has made us all voracious, if not always deliberate, consumers of visual messages. Easy access to computer graphic tools has turned many of us into either amateur or professional image producers. But without a basic understanding of visual language, a productive dialogue between producers and consumers of visual communication is impossible. Visual Grammar can help you speak and write about visual objects and their creative potential, and better understand the graphics that bombard you 24/7. It is both a primer on visual language and a visual dictionary of the fundamental aspects of graphic design. Dealing with every imaginable visual concept from abstractions such as dimension, format, and volume; to concrete objects such as form, size, color, and saturation; to activities such as repetition, mirroring, movement, and displacement; to relations such as symmetry, balance, diffusion, direction, and variation this book is an indispensable reference for beginners and seasoned visual thinkers alike. Whether you simply want to familiarize yourself with visual concepts or whether you're an experienced designer looking for new ways to convey your ideas to a client, Visual Grammar is the clear and concise manual that you've been looking for.

## Book Information

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## Customer Reviews

"Christian Leborg decodes concepts associated with abstract and concrete objects and structures, activities, and relations. Includes a glossary of terms every designer should know." --Dynamic Graphics  
"For those of us who learned terms like 'Negative/postive space' and 'visual weight' the

hard way--in classroom art critiques--Christian Leborg's new book will bring back painful memories. For those who have an interest but lack the language, however, this book elucidates the lexicon of visual grammar, from angles to opacity, and is replete with helpful infographics." --Dwell"Required reading. " -- Architecture Magazine"A slim and simple tome, but visually stunning in its description of the basic principles of objects on a page and how they interact with one another. Visual Grammar serves as both a visual dictionary and a straightforward introduction to the visual language of graphic design." --Jason Santa Maria

Christian Leborg is a designer and design educator. He is founding partner of K, a knowledge and communications consultancy in Oslo, Norway.

This is a must-have for anyone studying design. This book is as simple as a child's, yet it successfully relays concepts that I paid \$7000 to learn over the course of two semesters. Contained in this book are the fundamentals from which ALL design stems. I cannot even put into words how succinctly elegant it is. Even if it is not required reading, buy it alongside your textbook. I guarantee that you will find yourself referencing this volume when your textbook becomes too convoluted. The way you view this book will change as you learn and grow. At first, its contents will seem childishly simple; then, as you grasp what design really involves, they will seem mind-blowingly complex. At your peak, you will see that it is a beautiful union of the two. I cannot recommend this book enough. If you are a designer, it belongs in your home.

Great book for beginners in Graphic Design, Communication Design - easily understood and clear. Good guidelines book. Designed beautifully

I think I was expecting more from the design brief aspect of the content. The visuals were helpful in understanding the concepts. I would like to see more samples of writing a design brief.

Love it, the basics never dies!!

This book gives definitions for basic terms that are supported by very basic illustrations. I can't understand if this book is written for 6th grade students or for adults who are total beginners in art and design, because if it's for 6th graders then they will be extremely bored with black circles and squares used to illustrate everything in this book, and if it's for adults- the terms and definitions are

so obvious, why would any adult be interested in this?

Had to get this for a class, it is a simple and easy to read design book. It is short and concise and really look at the pictures, they are design in and of themselves!

School purchase.

I finished reading this book in an hour, its short and sweet but sometimes i terms used to describe the diagrams seem too simplified and summarized.

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