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AUGUSTUS TORRES

The Ultimate Book of Mind Maps Bloomsbury Publishing

Buku ini hadir untuk menjadi buku pegangan Dosen, Pengajar, Mahasiswa dan praktisi desain di bidang Desain Komunikasi visual (DKV) atau biasa disebut “diskomvis” atau “dekave” oleh mahasiswa desain, khususnya untuk mahasiswa yang berada di tingkat akhir atau bagi mereka yang telah “terdesak” untuk membuat proposal tugas akhir atau skripsi. Buku ini tidak menyajikan analisis ilmiah dan juga tidak akan memberikan hasil penelitian lapangan penulis, namun buku ini lebih pada memberikan penjelasan tentang cara penyusunan kerangka pemikiran, kerangka kerja dan rancangan penelitian untuk mahasiswa yang masih mengalami kesulitan dalam menuangkan dan mengurai ide atau pemikirannya, agar menjadi suatu rancangan karya DKV yang dapat menjadi problem solver bagi yang membutuhkan (klien). Suatu Pengantar: Metode Dan Riset Desain Komunikasi Visual DKV ini diterbitkan oleh Penerbit Deepublish dan tersedia juga dalam versi cetak.

BUKU AJAR DESAIN KOMUNIKASI VISUAL (DKV) Adams Media

Illustration practice is not judged purely by visual literacy and technical qualities, but also requires intellectual engagement with its subject matter. Illustration: A Theoretical & Contextual Perspective, 2nd Edition examines the breadth and many uses of this diverse discipline, through nearly 300 colour examples. From developing a brief, conducting research and analysing visual language, the book goes on to explore the role of illustration in documentation, commentary, storytelling, persuasion and identity. It concludes with an overview of current professional practice, demonstrating that the ability to communicate meaningfully and effectively for a global audience is key to navigating today's creative industries. Examples of work from award-winning illustrators showcase a huge range of applications, from the author's own collaboration with the British Museum of Natural History and Olivier Kugler's Portraits of Syrian Refugees in Iraqi Kurdistan, to Levi Pinfold's fictional picture book Black Dog and Malika Favre's promotional images for the BAFTA (British Academy of Film and Television Arts) Film Awards.

The Complete Typographer Indiana University Press

This book will transform the way you think about design by showing how integral it is to our daily lives, from the spoon we use to eat our breakfast cereal to the medical equipment used to save lives. John Heskett goes beyond style and taste to look at how different cultures and individuals personalise objects.

Eric Gill (1882-1940) Nelson Thornes

Coverage ranges from fine art to ephemera

Design Basics Index Psychology Press

Rev. ed. of: The complete typographer / Christopher Perfect. 1st ed. 1992.

Analyzing Cultures Penerbit Andi

The fourth book in David E. Carter's perennially bestselling Big Book of Logos series was the largest yet, and is now available in paperback! The Big Book of Logos 4 shows what's new and compelling in the world of logo design, providing endless inspiration for graphic designers in the critical 'idea-generating' phase. This collection showcases effective logo design from around the world; the variety of styles and techniques on display cover the complete creative spectrum.

Pengantar Teori Komunikasi 1 Widjaja

A book on the functions, styles and structure of the major visual art forms, this text is reputed to have the best treatment available on the theory and practice of art criticism. It examines the connection between the visual, social, and physical dimensions of everyday life in which the arts perform essential roles, while illustrating clearly the common features of theme and style in works of art separated by time and culture.

Information and Communication Theory HOW Books

An important text that offers an in-depth guide to how information theory sets the boundaries for data communication In an accessible and practical style, Information and Communication Theory explores the topic of information theory and includes concrete tools that are appropriate for real-life communication systems. The text investigates the connection between theoretical and practical applications through a wide-variety of topics including an introduction to the basics of probability theory, information, (lossless) source coding, typical sequences as a central concept, channel coding, continuous random variables, Gaussian channels, discrete input continuous channels, and a brief look at rate distortion theory. The author explains the fundamental theory together with typical compression algorithms and how they are used in reality. He moves on to review source coding and how much a source can be compressed, and also explains algorithms such as the LZ family with applications to e.g. zip or png. In addition to exploring the channel coding theorem, the book includes illustrative examples of codes. This comprehensive text: Provides an adaptive version of Huffman coding that estimates source distribution Contains a series of problems that enhance an understanding of information presented in the text

Covers a variety of topics including optimal source coding, channel coding, modulation and much more Includes appendices that explore probability distributions and the sampling theorem Written for graduate and undergraduate students studying information theory, as well as professional engineers, master's students, Information and Communication Theory offers an introduction to how information theory sets the boundaries for data communication.

The Complete Graphic Designer Nuansa Cendekia

The new edition is basically a complete overhaul of the original, very popular edition. The design process is explored in incremental stages, taking one elemental at a time. Each section offers advice on methods and uses of self-assessment. Book is made up of 3 sections each with topics illustrated with 9-12 specifically-commissioned mini designs to show options, set exercises for reader and then self-critique and professional examples from around the world. Sections are: Basic design principles (60 pps) teaches ground rules of balance and harmony in design including basic design, typefaces, color Design decisions (36 pps) looks at areas of design and how each may be analyzed including initial brief & decisions, analysis of copy, analysis of imagery, analysis of results Design projects and categories (38 pps) showing how the principles have been applied including information design, text & display type, primarily display type This edition contains updated examples from international designers and design agencies and newly worked examples and projects to meet the needs of a younger generation designing in the new millennium. One added area of particular interest is the Internet, with examples and a project on home page and links design. The book is four-color throughout and has a completely new and modern design that focuses on style, clarity and ease of learning. Exercises have been devised to enable the reader to practice as they learn. Revised by David Dabner with Alan Swann's name still attached as primary author.

Design and Layout Harper Collins

Discusses key areas including emotional intelligence, cognitive acceleration, and the use of ICT in teaching thinking.

Introduction to Media Production Routledge

Designed for classroom use in a number of disciplines, this comprehensive introduction to cultural semiotics is also an easy-to-use reference for those who would like a better understanding of the topic. No other text provides this kind of practical framework for the classroom study of semiotics. Each of the 12 chapters is clearly written and self-contained.

Design Management Oxford University Press

Buku ini terbagi dua kelompok pembahasan design, cetak, indesign, dan media digital membahas Grafis Desain, Prinsip Desain, Tipografi, Warna, Cetak, Scanner Dan Printer, Indesign Introduction, Gambar, Dan Warna,Insert, Teks, Master Page, Multi Page Dan Text Wrap, Link & Clipping Path, Kalender, Memasukan Video, Suara, Tombol Dan Majalah Digital. Buku ini akan diupdate, kristik, saran dan masukan kirim ke e-mail : christ_242@yahoo.com

The Elements of Graphic Design HarperCollins UK

All designers will feel that creativity and innovation are at the heart of their designs. But for a design to have an effective and lasting impact it needs to work within certain structures, or have those structures created suitably around it. No matter how you work, a design can always be improved by assessing where it fits into the market, how it best to strengthen it before it's set in stone, who it could appeal to. It needs to be managed. In this accessible and informative second edition, Kathryn Best brings together the theory and practice of design management. With new interviews, case studies and related exercises, she provides an up to date guide for students wanting to know more about the strategy, process and implementation crucial to the management of design. The book takes its reader through the essential steps to good management of design and highlights topics currently under debate. In each part of the book Strategy, Process and Implementation are each explained using advice from leaders in the industry and real life examples. Best breaks up each part into clear and readable sections to create the perfect undergraduate book on design management.

How to Understand and Use Design and Layout John Wiley & Sons

Buku Ajar Desain Komunikasi visual (DKV) adalah panduan lengkap yang menyajikan konsep-konsep esensial dalam desain komunikasi visual.

Dimulai dengan dasar-dasar dan prinsip-prinsip desain, buku ini membimbing pembaca melalui perjalanan evolusi desain visual di era digital. Dari prinsip-prinsip desain hingga tipografi, komposisi, vektor, bitmap, teks, gambar, dan warna, setiap elemen dijelaskan dengan jelas. Lebih dari sekadar teori, buku ini menggabungkan pembelajaran dengan contoh praktis, membantu pembaca memahami dan mengaplikasikan konsep-konsep tersebut dalam desain spesifik seperti logo, infografis, grafis media sosial, kemasan, dan flyer event. Tak hanya fokus pada kreativitas, buku ini juga menyoroti tantangan dan peluang bisnis dalam industri desain komunikasi visual, membuatnya menjadi panduan lengkap bagi para penggiat desain visual yang ingin memperdalam pemahaman dan keterampilan mereka.

The Big Book of Logos 4 Taylor & Francis

Enhance your knowledge of motion graphic design aesthetics and history with this authoritative look at the evolution of the art form. Motion Graphic Design, Third Edition provides a historical and critical overview of how the language of traditional graphic design is combined with the dynamic visual

language of cinema in film, television, and interactive media. It features works from highly acclaimed animators and motion graphics studios from across the globe. This new edition has been updated to include: Thorough analysis of motion graphics designed for websites, informational kiosks, desktop and mobile touchscreen applications, DVD menus, and games Inspiring examples of how motion graphics continue to shape our visual landscape by transforming interior and exterior spaces into more engaging, immersive environments Coverage of conventional frame-by-frame animation techniques including stop-motion, cutout, and freehand by contemporary animators and motion design studios Instruction in how to create continuity or discontinuity and maintain the interest of viewers with frame mobility and rhythmic editing Discussion of pictorial and sequential aspects of motion graphics compositions and how they are choreographed to enhance messages and enrich stories downloadable resources featuring new professional and student work from around the globe, as well as figures from the textbook This is a must-have whether you are a student who is learning the principles of motion graphics or a professional in need of inspiration and new ways to impress your clients. Anyone working in or aspiring to work in the motion media industry will benefit greatly from this valuable resource.

Buku Ajar Pengantar Desain Komunikasi Visual Taylor & Francis

Introduction to Media Production began years ago as an alternative text that would cover ALL aspects of media production, not just film or just tv or just radio. Kindem and Musburger needed a book that would show students how every form of media intersects with one another, and about how one needs to know the background history of how film affects video, and how video affects working in a studio, and ultimately, how one needs to know how to put it all together. Introduction to Media Production is the book that shows this intersection among the many forms of media, and how students can use this intersection to begin to develop their own high quality work. Introduction to Media Production is a primary source for students of media. Its readers learn about various forms of media, how to make the best use of them, why one would choose one form of media over another, and finally, about all of the techniques used to create a media project. The digital revolution has exploded all the former techniques used in digital media production, and this book covers the now restructured and formalized digital workflows that make all production processes by necessity, digital. This text will concentrate on offering students and newcomers to the field the means to become aware of the critical importance of understanding the end destination of their production as a part of pre-production, not the last portion of post production. Covering film, tv, video, audio, and graphics, the fourth edition of Introduction to Digital Media promises to be yet another comprehensive guide for both students of media and newcomers to the media industry.

Illustration Routledge

This broad, balanced introduction to organizational studies enables the reader to compare and contrast different approaches to the study of organizations. This book is a valuable tool for the reader, as we are all intertwined with organizations in one form or another. Numerous other disciplines besides sociology are addressed in this book, including economics, political science, strategy and management theory. Topic areas

discussed in this book are the importance of organizations; defining organizations; organizations as rational, natural, and open systems; environments, strategies, and structures of organizations; and organizations and society. For those employed in fields where knowledge of organizational theory is necessary, including sociology, anthropology, cognitive psychology, industrial engineering, managers in corporations and international business, and business strategists.

BrandChild Bloomsbury Publishing

Buku ini memberikan panduan yang mudah bagi pembaca dalam memahami Teknik Multimedia dan Animasi. Pada bagian awal, pembaca dikenalkan dengan sejarah Multimedia dan Multimedia Interaktif. Kemudian dilanjutkan dengan pengenalan media secara lebih komprehensif meliputi Media Gambar, Media Suara, Media Animasi dan Teks beserta Piranti Authoring Multimedia. Selanjutnya disuguhkan materi mengenai Internet, Teknologi Web, Desain Web statis dan web Dinamis dan Pemrograman Multimedia. Selanjutnya dibahas tentang berbagai teknik kompresi dalam multimedia yang meliputi Kompresi Teks, Kompresi Video, Kompresi Gambar dan Kompresi Audio. Dalam buku ini juga dibahas tentang teknik-teknik dalam membuat video pembelajaran secara interaktif. Pada bagian selanjutnya dibahas mengenai penanganan data dalam multimedia. Pembahasannya dimulai dari Infrastruktur dan Standarisasi Jaringan Multimedia, Quality of Service, Teknik Distribusi Data Multimedia. Kemudian Pada bagian penutup dipaparkan topik mengenai Perkembangan multimedia terkini yang meliputi Virtual Reality dan Augmented Reality, New Media, Analisis dan Desain Multimedia.

How to Design Trademarks and Logos Simon and Schuster

This book is the definitive guide to Mind Mapping. Tony Buzan has changed the lives of millions with Mind Maps, his revolutionary system of note-taking that will help you excel in every area of your life. This practical full-colour book shows how this incredible thinking tool works and how you can use it to achieve your full potential.

Motion Graphic Design Prentice Hall

Master the 3 C's of Head-Turning Design! Cover your basics with the book that covers everything from typography and color to layout and business issues! Jim Krause, author of the popular Index series, guides you through the understanding and practice of the three elements every successful visual design must have: Components: Learn how to get the most out of the photos, illustrations, icons, typography, linework, decoration, borders and backgrounds you use within your design. Composition: Practice combining the components of a design in a visually appealing way by using the principles of placement, grouping, alignment, flow and spacing to create a pleasing, cohesive design. Concept: Utilize the intangible elements of theme, connotation and style to present and deliver your message in a way that will wow your clients every time. Whether you're a new, mid-level or experienced designer who is brainstorming ideas or finalizing your presentation, this handy-to-use, take-it-with-you book will instruct and inspire you to new heights of creativity.