



Foundations of Design (2nd Edition)

Jeff Davis

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Foundations of Design by Jeff Davis provides a straightforward examination of the basic principles of two-dimensional design. Written in a clear and concise style, this textbook presents the elements of design in a logical order, with each chapter building on the next. The book employs a highly visual design with numerous diagrams that elegantly illustrate the fundamental design concepts. The diagrams are paired with relevant examples of contemporary art that connect theory to application.

Foundations of Design has been written to be accessible by anyone with an interest in art or design. The efficient, practical approach provides useful guidance for beginning students and practicing professionals alike. The universal ideas on visual communication are appropriate for any creative field, including fine art, graphic design, advertising, illustration, web design, and photography.

Foundations of Design is an essential addition to any art and design library.

TABLE OF CONTENTS

- Chapter 1** - Design
- Chapter 2** - Format
- Chapter 3** - Line
- Chapter 4** - Shape
- Chapter 5** - Size
- Chapter 6** - Color
- Chapter 7** - Texture
- Chapter 8** - Composition
- Chapter 9** - Space
- Chapter 10** - Grouping
- Chapter 11** - Contrast
- Chapter 12** - Balance
- Chapter 13** - Emphasis
- Chapter 14** - Movement
- Chapter 15** - Unity

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