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Allen Hurlburt

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This volume presents an in-depth study of the history of 20th century graphic design, covering the influences of major art movements, from cubism to Picasso and Magritte. The author explores the basic architecture of the printed page: form and function, symmetry and asymmetry and methods of dividing space. The text also explains how to combine word and image in a layout to achieve effective communication using typography, photography and illustrative techniques. The book concludes with a discussion of the psychology of perception and illusion - how we respond to what we see and how the process of communication works.

Allan Hurlburt is the author of "The Design Concept" and "Photo/Graphic Design".

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