Advertising Design and Typography

Alex W. White

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The most comprehensive overview of advertising design strategies on the market today! This unique, comprehensive overview of advertising design strategies, written by a best-selling, award-winning designer, will help students and professionals in advertising, design, and typography understand and use persuasive visual messaging. Design principles such as unity, contrast, hierarchy, dominance, scale, abstraction, and type and image relationships are covered in depth. Readers will also learn how print design compares to television, web, and interactive design, and how to apply each style to create persuasive designs. The extensive section on typography offers essential information on how readers perceive type, typographic history, principles, and practice. Helpful appendices include an extensive glossary, bibliography, and art director's checklist. Complete with more than 1,500 examples and illustrations of outstanding advertising design from around the world, Advertising Design and Typography is a groundbreaking book that will train the reader's mind to see more accurately and more critically—ultimately changing the way designers think and develop visual ideas. • Best-selling design author has unique philosophy and expertise • 1,500 full-color illustrations showcase outstanding advertising design from around the world • Unique comparisons of print, web, TV and other campaigns—which techniques work best? • Ideas for forging corporate identity through advertising

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