

This unique, comprehensive work will give students a firm grasp of the theory and practice of communication design. It will inspire them to look beyond aesthetic concerns and develop an integrated, multidimensional understanding of this everchanging field. Topics include :

- How to strike a balance between communication and aesthetics
- How the human mind interprets visual and verbal messages
- The essential phases of a design projects – from commission to implementation
- How the computer has influenced communication design
- How to design and organize an effective, inviting website
- How social rules and cultural language influence design,
- Various issues affecting design for information, education, administration, and persuasion.

Complete with practical examples, case studies, and cutting-edge research, this eloquent primer is a springboard to integrated, contemporary communication design.



