Graphic Design: The New Basics: Second Edition, Revised and Expanded

By Ellen Lupton, Jennifer Cole Phillips

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Our bestselling introduction to graphic design is now available in a revised and updated edition. In *Graphic Design: The New Basics*, bestselling author Ellen Lupton (*Thinking with Type*, *Type on Screen*) and design educator Jennifer Cole Phillips explain the key concepts of visual language that inform any work of design, from logo or letterhead to a complex website. Through visual demonstrations and concise commentary, students and professionals explore the formal elements of twodimensional design, such as point, line, plane, scale, hierarchy, layers, and transparency.

This revised edition replaces sixty-four pages of the original publication with new content, including new chapters on visualizing data, typography, modes of representation, and Gestalt principles, and adds sixteen pages of new student and professional work covering such topics as working with grids and designing with color.

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Editorial Review

Review
"A longstanding excellent primer, in an equally excellent updated edition." -Print

About the Author
Ellen Lupton is the author of thirteen books with PAPress. She is senior curator of contemporary design at Cooper-Hewitt, Smithsonian Design Museum.

Jennifer Cole Phillips is principal of J. Cole Phillips Design. Lupton and Phillips are directors of the Graphic Design MFA program at the Maryland Institute College of Art and the recipient of numerous awards for their work as designers and educators.

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