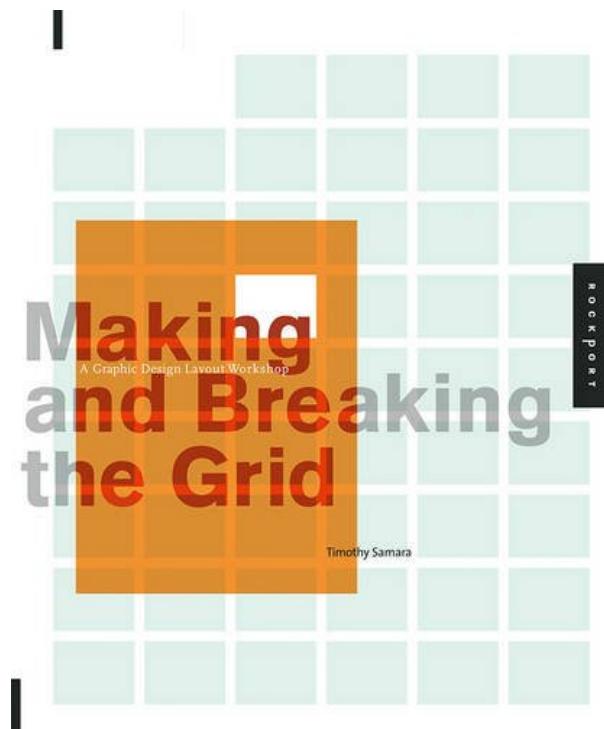
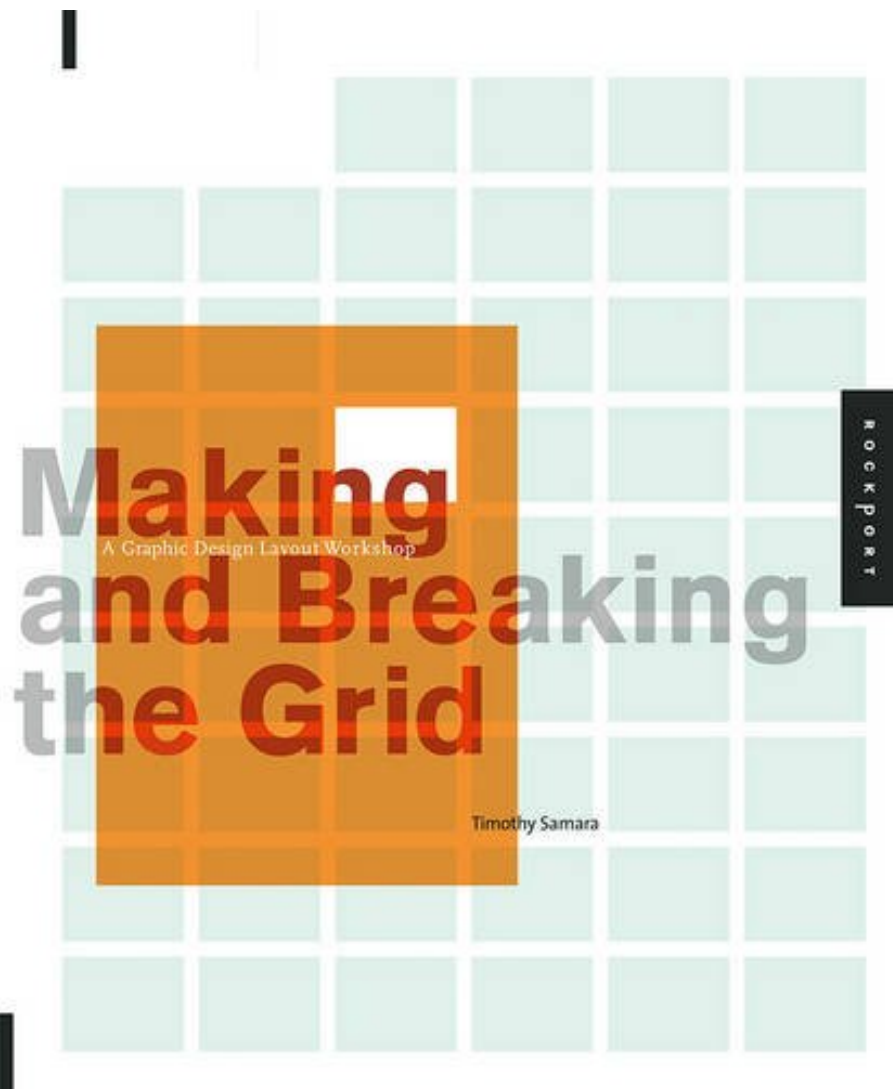


MAKING AND BREAKING THE GRID: A GRAPHIC DESIGN LAYOUT WORKSHOP BY TIMOTHY SAMARA



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About the Author

Timothy Samara is a graphic designer based in New York City, where he divides his time between teaching, writing, lecturing, and freelance consulting through STIM Visual Communication. His 18-year career in branding and information design has explored projects in print, packaging, environments, user interface design, and animation. He has been a senior art director at Ruder Finn, New York's largest public relations firm, and senior art director at Pettistudio, a small multidisciplinary design firm. Before relocating to Manhattan, he was principal of Physiologic in Syracuse, located in upstate New York. In 1990, he graduated a Trustee Scholar from the Graphic Design program at the University of the Arts, Philadelphia. Mr. Samara is a faculty member at New York's School of Visual Arts, New York University, Purchase College/SUNY, and The New School, and has published six books on design and typography, all through Rockport Publishers: Making and Breaking the Grid; Typography Workbook; Publication Design Workbook; Type Style Finder; Design Elements; and, most recently, Design Evolution, released in January 2008. Mr. Samara and his partner live in the Williamsburg neighborhood of Brooklyn.

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For designers working in every medium, layout is arguable the most basic, and most important, element. Effective layout is essential to communication and enables the end user to not only be drawn in with an innovative design but to digest information easily.

Making and Breaking the Grid is a comprehensive layout design workshop that assumes that in order to effectively break the rules of grid-based design, one must first understand those rules and see them applied to real-world projects.

Text reveals top designers' work in process and rationale. Projects with similar characteristics are linked through a simple notational system that encourages exploration and comparison of structure ideas. Also included are historical overviews that summarize the development of layout concepts, both grid-based and non-grid based, in modern design practice.

- Sales Rank: #38625 in Books
- Brand: Rockport Publishers
- Published on: 2005-05-01
- Original language: English
- Number of items: 1
- Dimensions: 11.25" h x .50" w x 9.00" l, 1.96 pounds
- Binding: Paperback
- 208 pages

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This book is an excellent compilation of a diverse group of well crafted and inspiring layout designs. If you learn best by seeing and absorbing the work of other designers, and less via step-by-step directions, this is an excellent resource. If you're looking for step-by-step directions, you should look into another book. Samara's writing is clear, concise and insightful. He covers the general concepts behind the grid, it's history and counter-movements in design, and provides a great number of high quality works to illustrate those thoughts.

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