



## Basics Design 04: Image

*By Gavin Ambrose, Paul Harris*

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"Basics Design: Format" represents the physical point of contact with the user; affecting how we receive a design's printed or online information. The book demonstrates how a creative approach to format selection and a careful consideration of presentation space can produce dramatic results within both print and digital media. It examines established format standards and, with the aid of fully-illustrated examples, suggests how thoughtful application of pre-existing models can add an extra dimension to design.

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## **Editorial Review**

### **Review**

"...essential reading for design students...an excellent source book for established designers too: it's brimming with stimulating ideas.' Creative Review"

### **About the Author**

Gavin Ambrose, a graphic designer, is the author and designer of books on branding, packaging, and editorial design. He lives in Kent, UK.

Paul Harris is a freelance writer, journalist, and editor, and an author on books about packaging design and design principles. He lives in Chile.

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