

This unique, comprehensive work will give students a firm grasp of the theory and practice o 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.







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