The Little Know-It-All: Common Sense for Designers

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What is a Meta-Tag? What kind of measurement is DIN A1? What kind of clearance and documents do you need before using copyrighted material?

An interdisciplinary knowledge and understanding of design is practically requisite these days with the integration and crossover of evolving media. Today, many students finish their education and enter the professional world without having learned these critical elements. First Aid for Clueless Designers gives you a run-down of all the fundamental information designers need to know in their own as well as adjoining disciplines.

This book is divided into sections explicating unique vocabulary used in design, printing, typography and photography and includes helpful tips and concise analysis in contiguous areas such as advertising, mulimedia, business, copyright and project management. It is structured thematically and equipped with a resourceful index that references numerous sources and links. This indispensable manual is complete with graphics that illustrate and supplement the texts, making it a stimulating reference book for students and newcomers while serving as a trusty companion for professional designers and media professionals alike in their everyday work.

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