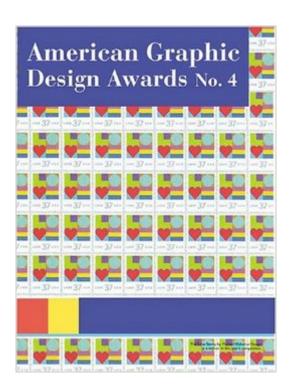# American Graphic Design Awards, Vol. 4

Synopsis

The best of graphic design, the power of communications, and the remarkably broad range of projects, clients and venues that creative professionals touch is showcased in American Graphic Design Awards No. 4. Documented with over 900 full-color photographs are the ultimate in top graphic design efforts chosen from entries in Graphic Design: usa magazine’s annual awards program. All aspects of graphic design are presented, conveniently grouped by category: annual reports, announcement/cards, brochures/collateral, direct mail, editorial design, environmental design, identity design, internet design, motion graphics, packaging, P-O-P/signs/displays, posters, public service/pro bono, sales promotion, and self promotion. This fourth book in the design annual series keeps you current with the latest creative from design firms, advertising agencies, corporations, publishers, and a multitude of other institutions and organizations, and the over 100,000 graphic design professionals employed by them. • in 18 chapters presents the best in graphic design by category • indexed by design firm • showcasing only the best, the winners of Graphic Design: usa magazine’s annual awards program 192 pages 8 1/2" x 11" 900 color photos hardbound 1-58471-076-4

Book Information

Series: American Graphic Design Awards (Book 4)

Hardcover: 176 pages

Publisher: Visual Reference Publications; 1st edition (November 2004)

Language: English

ISBN-10: 1584710764

ISBN-13: 978-1584710769

Product Dimensions: 11.1 x 8.5 x 0.8 inches

Shipping Weight: 2.1 pounds

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #6,661,968 in Books (See Top 100 in Books)   #85 inÂ Books > Arts & Photography > Graphic Design > Commercial > Annuals   #10501 inÂ Books > Arts & Photography > Graphic Design > Techniques   #1158509 inÂ Books > Reference

Customer Reviews

The Culture Advertising Design don't bump your head review. GDUSA is that kind of reference you gotta keep around. They scour the nation and give you a wide gamut of "real" design, the kind of things clients love. Having said that we designers can be a little, um, how you say, *itchy, so you

won't love everything. However these are the smart solutions that get the job done well.

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