

Visual Literacy: A Conceptual Approach to Graphic Problem Solving

Judith Wilde, Richard Wilde



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Visual Literacy: A Conceptual Approach to Graphic Problem Solving Judith Wilde, Richard Wilde Now in a more affordable format for students, this stimulating hands-on course in creative thinking gets right down to specific design problems and offers viable solutions to them.

Nineteen challenging assignments and over one thousand pieces of solution art executed by the authors' students are presented. Each visual problem shows the actual assignment sheet given to the students and includes an analysis of the problem's underlying intent, addressing principles such as framal reference, negative-positive relationships, cropping techniques, and other important issues.

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