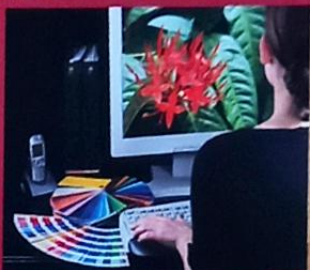# VISUAL GRAPHIC DESIGN: Advanced

2nd Edition

Features:

- ▶ Full Color Book plus DVD
- ▶ Downloadable Workbook included in the DVD
- ▶ Over 100 hours Interactive E-lectures, Quiz and Videos in DVD
- ▶ DVD has many useful features for teachers to teach with digital resources in classroom

3G E-LEARNING

VISUAL GRAPHIC DESIGN:
ADVANCED
(2ND EDITION)

VISUAL GRAPHIC DESIGN: ADVANCED

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UNIT 15 GRAPHICAL DEVICE INTERFACE

VISUAL GRAPHIC DESIGN: Advanced

2nd Edition

Visual Graphic Design: Advanced 2nd Edition combines many different practical and visual skills with knowledge of specialized materials and techniques. Graphics is a method of communication that we use to portray our ideas to our audience, and the better we can communicate the more information that they can retain. As the saying goes, 'A picture is worth thousand words.' As a visual communicator, photography is essential to the graphic designer in diverse ways, since images can mean a lot in communication as far as aesthetics are concerned.

This book will introduce the knowledge and skills for those studying and/or working in graphics industry. The information in thisrevised book covers basic to core competencies that a person must achieve to:

- Lead workplace communication and small teams
- Develop and practice negotiation skills
- Solve problems related to work activities
- Use mathematical concepts and techniques
- Use relevant technologies
- Apply quality standards
- Perform computer operations
- Develop design studies
- Create vector graphics & raster graphics using a graphics application
- Develop designs for print media & electronic media
- Develop designs for product packaging
- Design booth and product/window display

The Book comes with a companion DVD for rich learning experience, which includes:

1. E-Book with further reading and learning links.
2. Interactive E-lecture of each chapter. E-lectures are expressive, informational, entertaining and persuasive, it uses the tool of self-exploration, which makes it easy to learn and understand each topic in detail. It is very informative as concrete details are provided and also entertaining, as graphics and other visuals are provided to make the learning process more interactive.
3. Video Lecture of each chapter, which explains each topic in detail with examples, animations, images and text and makes it easy to understand the topics in easier, simpler and better way.
4. Huge Database of Interactive Assessments for each chapter, which is also printable.
5. Further reading and learning links for each topic.
6. Glossary and Notes for each chapter to understand each chapter with to the point information.
7. The DVD also includes a printable workbook, which walks through with a various sets of questions and choices and assists in completing the curriculum. The workbook covers; Learning Objectives, Essential Concepts, Matching Definitions, Study Problem, Questions, Fill in the Blanks and Answers.
8. Review Questions for each chapter are also given in the DVD, which are also printable.

The DVD is also a useful tool for teachers to teach with digital resources in classroom and do a great job of illustrating skills and techniques that are otherwise difficult to explain.