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Título: Logo Design Workbook: A Hands-On Guide To Creating Logos

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Sinopsis

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Logo Design Workbook focuses on creating powerful logo designs and answers the question, "What makes a logo work?"

In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process. Topics include developing a concept that communicates the right message and is appropriate for both the client and the market; defining how the client's long-term goals might affect the look and needs of the mark; choosing colors and typefaces; avoiding common mistakes; and deciphering why some logos are successful whereas others are not.

The second half of the book comprises in-depth case studies on logos designed for various industries. Each case study explores the design brief, the relationship with the client, the time frame, and the results.