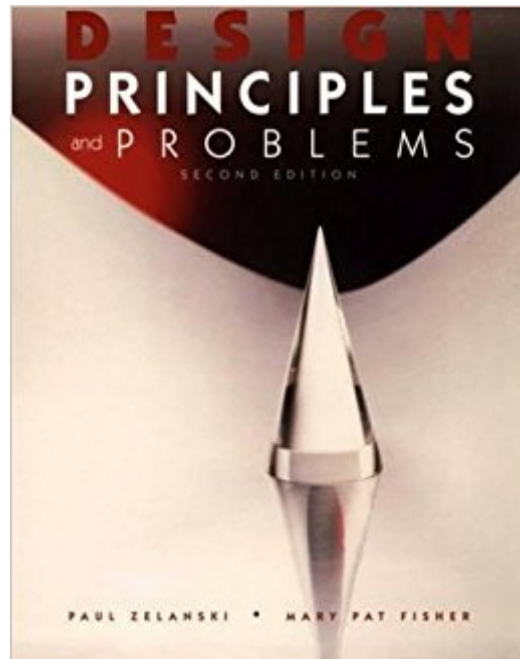


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# Design Principles And Problems



## Synopsis

This comprehensive text is now updated and includes equitable coverage of fine and commercial art. Media and methods span from the traditional to computer design, and a global emphasis reveals the design solutions seen around the world. The critiquing process begun in the analysis of student examples will be useful to students preparing for applied design disciplines. The art of women and non-Western cultures provide a broad base of visual examples.

## Book Information

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## Customer Reviews

1. Awareness of Design. 2. Unifying Principles of Design. 3. Line. 4. Shape and Form. 5. Space. 6. Texture. 7. Value. 8. Color. 9. The Third Dimension.

I have used Design Principles and problems for several years to teach Basic Two-Dimensional Design to both art majors and non-art majors. It is clearly written and well structured, with emphasis on the design principles and elements. I particularly like the chapters on the Unifying Principles, Shape and Form, and Color. There are many excellent projects and student examples, plus an explanation of what each project is trying to achieve. I do find, however, that I have to supplement the text with a few chapters from other books and my own notes. Particularly, I am referring to the lack of any depth on the importance of the grid as one important formal way to create structure. Another area I find lacking is a chapter on structure itself with the many sources in nature as examples. The importance of the use of the Golden Mean is also not covered, even while it is still used by many contemporary artists and was used by many artists in 19th century as an understructure in creating

a painting. For instance, the analysis on Seurat's "Circus Sideshow" talks about the repetition of the brush strokes, textures, colors, and gaslights as a means to unify the picture but neglects the fact that the entire picture is divided up into squares and rectangles with a loose grid formed by the continuation of the edges of figures and rectangles. It is at once an asymmetrical picture with strong use of approximate symmetry on both sides of the central musician. The Golden Mean is at work in the creation of the proportions in this picture yet is never mentioned. Because of these shortcomings I continue to look for alternatives and go back to using classics like Lauer's Design Basics from time to time, supplemented with examples from Wucius Wong's books and those of my own students. All in all, though, Design Principles and Problems has many strengths and it most definitely belongs in your library if you teach Basic Design.

I had to get this book for my Design class, and I opted for renting it because it's so much cheaper. My biggest problem with this is that when it arrived it had a price sticker on it that read 9.99 I paid quite a bit more than that just to rent it, and it's a LOT more if I had bought it. I'm not okay with that! That being said, the examples given in the book for the projects are, according to my professor "C work at best, and that's being generous" If you need the book, you don't have much of a choice, but I'd very much like to know why the book's tag says its 10\$ when I had to pay more.

It's a book on art design that is mostly black and white (307 pages on art and the only color ones are from 226-264). (I'm an artist not a math person but that seems like only 10% is color...). And the few color pages have the most boring artwork on them. The pages with works from artists like Degas are black and white and many of the artworks that are reproduced in black and white lose their impact because you can't tell what the hell it is. I think we found what the Problem is - \$150 for this? Do yourself a favor, find a copy and photocopy it. 300 pages.. 10 cents a copy ...Hell, splurge on color copies for those few pages and you still come out ahead! Man, I hate this book!

Very cheap for a book that costs like \$200 in our college bookstore. And the book isn't worn much at all making it perfect for a student to use.

A good reference book.

There was not as much color as I would expect out of an art book but the seller was fast with shipping.

excellent information

It was exactly what I needed for class, but that's the only reason I bought it. I'm planning on reselling it when I'm finished, because I have no other use for it. It's got some great concepts in it, and I enjoyed taking some of those into practice.

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