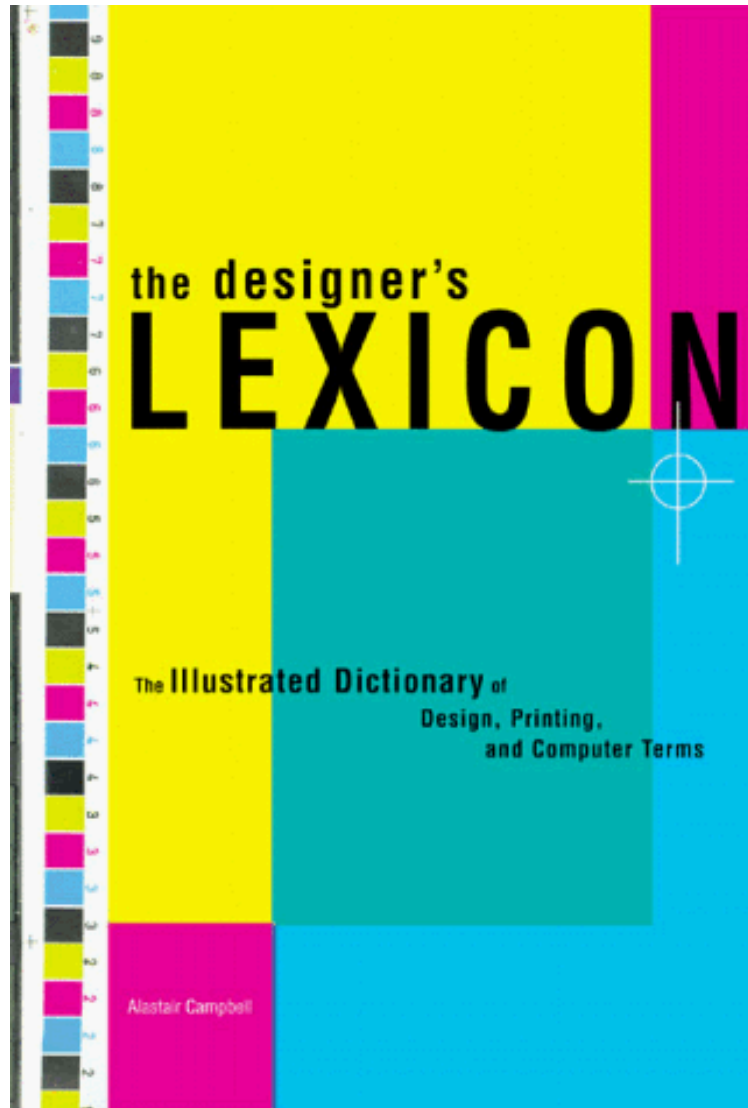


[Download] The Designer's Lexicon: The Illustrated Dictionary of Design, Printing, and Computer Terms

The Designer's Lexicon: The Illustrated Dictionary of Design, Printing, and Computer Terms

Alastair Campbell

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Alastair Campbell : The Designer's Lexicon: The Illustrated Dictionary of Design, Printing, and Computer Terms before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Designer's Lexicon: The Illustrated Dictionary of Design, Printing, and Computer Terms:

7 of 7 people found the following review helpful. A definite reference book worth owning! By Dennis A. Amith Have you read about the story of a designer who went for an interview with a design company and was not considered

because they didn't know terms such as "gutter" or the difference between "seriff" and "sans-serif". Sure, many of us should know those terms but if you are an individual who wants to continue to learning these terms that printers or professionals tend to use and you are asking yourself in yourself "what the heck are they talking about?". Sure, no one will blame you if you were nodding off in your graphic design class or didn't really read that chapter on print terminology or just plainly forgotten the terms but the thing is, if you really want that job, don't want to look ignorant in front of certain people or if you don't want to continually badger that professional, printer or broker of terminology, then "the designer's LEXICON" is the book that you will find quite helpful. The book is broken down to chapters for terms such as: Computer Terms Internet Terms Photography Terms Typography Terms Prepress Terms Paper Terms Printing Terms Finishing Terms General Terms And to find these words, you are provided with a word finder which helps finding that word in a jiffy. You know paper but you are asked by a client about satin laid paper, a printer wants you to ad a bleed, a designer asks you about glyphs or asks you about a pica size for print where you usually are working more with pixels, it's important to know these words and it's good to have a book that you can look to and get the definition quickly. There are a few reference books that I highly recommend which include popular books such as "Artist's Graphic Designer's Market", "Pantone Guide to Communicating with Color" to name a few, "the designer's LEXICON" is one of those books that is worth owning. 2 of 2 people found the following review helpful. An education in itself By Tiffany Bridge I have a fairly minimal background in graphic design, except for a two week class I took when I was 12 (I'm 24 now). Other than that, I'm just computer literate and I learn things quickly. This book gave me a wealth of knowledge in an easy to digest form- Running into terms in your Adobe help files that you don't recognize? Get out the lexicon. Talking to a printer and you don't want to sound like an idiot? Get out the lexicon. Everyone from beginners to pros should have this book. The definitions are simple but precise, with examples of the more difficult terms to make them easier to understand. I wish I could give it more than 5 stars. 0 of 0 people found the following review helpful. Handy day-to-day reference By E. Baumgarten Not only is this the most complete reference for terminology, it is one of the most inventive and best examples of infomation design (similar to the work of Richard Saul Wurmann in its approach to looking up information, but without the maps and graphics). It's cross-referenced to the hilt, and contains explanations even seasoned old-timers will find useful. I'm currently using it as a required text in one of my design courses (graduate-level); my only hope is that it stays current and updated as the field and technology progresses.

The digital revolution has brought with it a dizzying multiplication of new styles and techniques in the field of graphic design not to mention a whole new professional jargon. The Designer's Lexicon is the only cross-disciplinary technical dictionary that captures this rich and often confusing profusion of design-speak. It is packed with over 4000 terms that cover the broad spectrum of practices a modern designer must be familiar with: traditional graphics, pre-press, photography, printing, typography, and computers. Four hundred color diagrams and illustrations visually supplement the definitions. With a sturdy concealed spiral binding that reduces wear-and-tear, The Designer's Lexicon exemplifies the criterion designers seek most in a reference book utility. For established professionals navigating new design terrain, as well as students, production managers, and printers, this is an essential dictionary for a new century.

Communication Arts Illustration Annual 2000 The Designer's Lexicon is a technical, crossdisciplinary dictionary that successfully integrates the many far-reaching aspects of design-speak: computer, Internet, photography, typography, prepress, paper, printing, finishing and general terms. Directly after the introduction is a diagram on How To Use This book and another helpful feature, Word Finder: where every term is listed in alphabetical order with the specific chapter it can be found in as well as its designated number, And last, but certainly not least, is the bibliography, and everyone knows the value of a good bibliography. This spiral-bound (concealed) reference book is filled with a plethora of pertinent information specifically 5,000 terms and 400 color diagrams and illustrations. Professionals, both established and new, as well as students, will find The Designer's Lexicon to be a valuable tool. About the Author Alastair Campbell is the author of The New Mac Designer's Handbook and The Graphic Designer's Handbook. Principal of Digital Wisdom Publishing, recipient of the 1996 MacUser Eddy Award for the best new graphic resource, he lives in England.