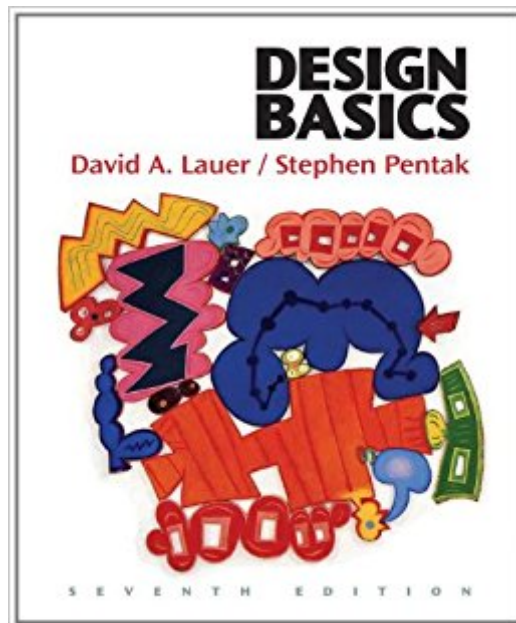




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Design Basics (with ArtExperience Online Printed Access Card)



Synopsis

DESIGN BASICS is a best-selling text for the two-dimensional design course. DESIGN BASICS presents art fundamentals concepts in full two- to four-page spreads, making the text practical and easy for students to refer to while they work. This modular format gives instructors the utmost flexibility in organizing the course. Visual examples from many periods, peoples, and cultures are provided for all elements and principles of design. The diversity of illustrations now includes more examples from visual culture encouraging students to see these principles in the world around them. Icons appearing throughout the book prompt students to access ArtExperience Online (a dynamic Web site integrated with the textbook), which contains studio art demonstrations and interactive exercises that help students explore the foundations of art.

Book Information

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Customer Reviews

"This book is very in-depth and clear in its approach to the design principles it addresses. In comparison to other books I have seen and used, this text takes more time in really explaining things and giving good visual examples." "I found the image selection refreshing, they pushed the limits of what is presented in general foundations classes--the book becomes engaging!" "In general, the writing is very engaging. This text is appealing, because the writing gets to the point quickly and generally makes the concepts of design quite understandable. I find the writing, combined with the selected images to be very motivational, stimulating the imagination easily toward creative thinking and artistic expression." "I think the CD-ROM exercises, demonstrations, and question and answer activities are a great addition. The ArtExperience Fundamentals CD-ROM [now incorporated into

ArtExperience Online] is a good tool for teaching these concepts." "I really like the videos on the CD-ROM [now ArtExperience Online]; they are very informative and great for students to watch on their own time. . . . A great resource."

David A. Lauer is Emeritus Professor of Art at the College of Alameda. Stephen Pentak received his BA from Union College in New York, and his MFA from Tyler School of Art at Temple University. He is Professor Emeritus of Art, and a past Associate Dean of the College of the Arts at Ohio State University. He has been the recipient of four Ohio Arts Council Fellowships and he has been a visiting resident artist at Delfina Studios in London, and Glasgow School of Art. Mr. Pentak's recent solo exhibitions include shows at Kathryn Markel Fine Arts in New York and Susan Street in San Diego. He is co-author of COLOR BASICS as well as DESIGN BASICS. www.stephenpentak.com.

Love this book. Easy to read.

If you are an art student or artist, irrespective of medium, you will profit from studying this book. I see so many works that don't work because of mediocre design. Take the principle of "unity". I see so many contemporary works, both in museums and galleries, where the artists should have stopped, but felt compelled to add more, and broke the piece because they didn't understand unity. My favorite book on design. I gave away my first copy and bought it again. Good examples. Most other design books strike me as being somewhere between ambiguous and vacuous such that one wonders if those author would agree with themselves an hour after writing a paragraph. The design world is full of nonsense so this is a refreshing alternative. "Design Basics" is more direct and many of the examples are straight forward. The cartoons at the beginning of the chapters are illustrative and priceless. If you are an art student, start with the table of contents and consider if you understand each topic and can give examples from your own work.

Every artist (of different backgrounds) I've worked with and respected have talked to be about this book. You can build a great foundation reading it from time to time. After working some time, I go back in and learn or re-learn valuable advice. This is not a "sit down and read it from start to finish and you will become a master", but acts like a reference. From time to time pick up a section and REALLY learn/understand what it is trying to teach you. Feel it. I am a better artist by having read this book.

I bought this book from "Anybook" through . The book is fine, although later versions are nicer--better quality paper and better quality photos. Therefore I did not want to give it 5 stars. However this book was \$53 compared to \$90 to \$129 for later versions. It was sold as NEW and indeed is a new book, perfect condition. The book seems to have excellent information for any type of artist. I would recommend the book, particularly a later version if you can spend the money.

It's a very good book for learning the basics of design as they pertain to all aspects of art. It was more of a review of all the things I learned in my 2D Design class, but it was definitely a worthwhile read.

Bought this book for my beginning Design class in college, and learned so much from it! It's very easy to read and explains all the design elements and principles very well. I was also very pleased with how quickly it came in the mail, and how great of condition it was in, even though I bought it used.

This is the best design book that I own. It covers pretty much everything you need to know. I learned more from this book than I did in school.

Book used extensively in a college level Art 2D class.

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