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Salem Press Announces *Principles of Graphic Design & Typography*

Graphic Design & Typography is the latest volume in Salem's *Principles of Science* series, which includes *Architecture*, *Mass Communication*, *Microbiology*, *Energy*, *Marine Science*, *Cybersecurity*, *Information Technology*, and *Mathematics*, to name a few.

This new resource explores the history, concepts, and techniques related to graphic design and typography. From the earliest cave paintings to modern digital fonts, readers will gain a big-picture view of the evolution of these disciplines and their contributions to everyday items.

Principles of Graphic Design & Typography begins with a comprehensive Editor's Introduction to this important topic written by Joy Crelin. This volume continues to expand on different facets of graphic design and typography in its 140+ entries that follow a convenient alphabetical arrangement, making specific topics easy to find.

This title provides a critical look at the many different aspects of these disciplines, beginning with key concepts and techniques including color theory, information visualization, product design, and sacred geometry, to name a few.

An exploration of history, cultures, and movements follows, covering important topics such as ancient Islamic art, hieroglyphics, contemporary art, the Art Nouveau movement, and more. A deep dive into technology concepts such as AI basics, Google ads, and digital fonts is followed by a close-up look at the roles of graphic design and typography within society.

Entries in *Principles of Graphic Design & Typography* range from one to five pages in length. Topics discussed include:

<ul style="list-style-type: none">• Brand Identity• Computer-Aided Design• Sacred Geometry• Early Writing Systems• Avatars and Simulation• Computer Graphics	<ul style="list-style-type: none">• Human-Computer Interaction• Print on Demand Technology• Advertising• Digital Humanities• Media Ecology• HTML
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Entries begin with a brief Abstract describing the key elements of the article, followed by Key Concepts, Summary, and Significance sections. All entries end with helpful Further Reading recommendations.

This work also includes helpful appendices, including:

- Bibliography
- Glossary
- Organizations
- Subject Index

Graphic Design & Typography, as well as all Salem Press reference books, is available in print and as an e-book. Please visit www.salempress.com for more information.

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Principles of Graphic Design & Typography

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