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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-07-01 Pages: 133 Publisher: Machinery Industry Press title: advertising design and production of higher vocational education in art and design professional planning materials. the art of visual communication design professional: Print Advertising Design Price: 48.00 yuan Author: Publisher: China Machine Press Publication Date: July 1. 2012 ISBN: 9787111380924 words: Pages: 133 Edition: 1st Edition Binding: Paperback: Weight: 481 g Editor's art of vocational education Vocational High Commissioner for advertising design and production. and visual design class professional planning materials advertising design and production. visual communication art and design professional: print ad design can be used as to convey a professional teaching materials. as undergraduate institutions. Correspondence and self-study counseling with book. or for professionals to learn the reference. Executive summary of higher vocational education in art and design professional planning materials advertising design and production. visual communication art and design professional: print ad design post and print ads from understanding advertising designer. describes the overall design principle of the print ads. students a general understanding of print ad design jobs and design methods. Then set forms of media design projects of five print ads. newspaper ad design. magazine advertising design. commercial poster design. of POP advertising design and fixed form printed advertising design. The content of each learning situation highlight the practical operation of the process. and the theory of knowledge interspersed in each of the steps in learning by doing. learning to do. Contents Preface learning contexts an understanding of the elements of print ads print advertising 1.1 understanding the 1.2 print ad graphic design positions its development course of learning contexts print ad design principle 2.1 print ad elements 2.1.1 - and graphical 2.1.2...

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