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The Graphic Design Exercise Book

Jessica Glaser, Carolyn Knight

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Graphic designers like to be creatively challenged. The design briefs in *The Graphic Design Exercise Book* act as sparks to fire your creativity and exercises to broaden your skill set. As prompts for developing your own personal projects they can lead to unexpected developments and revitalized portfolios, helping you break into new and lucrative areas of the design industry.

Each brief is illustrated with inspiring reference material providing a visual resource that can be utilized well beyond this book. Sample roughs and visuals show work in progress to give you an insight into the thought processes and creative bent of other designers. Industry insiders share their specialist knowledge, offering professional advice on a selection of fully realized projects.

As an additional research tool, *The Graphic Design Exercise Book* gives you a full glossary and reading list for every genre covered, including:

- packaging
- visual identity and branding
- page layout
- music graphics
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