



Design Fundamentals for New Media

By James Gordon Bennett

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Design Fundamentals for New Media By James Gordon Bennett

Fundamental design principles will always remain the same, but the digital technology that can support them is evolving and affecting their application in a profound way. In this unique and timely book, artist and educator James Bennett explores essential elements of design within the context of the "new media" reality in which today's designers learn and work. With a brand new design and dozens of striking new images, this new edition covers extensive updates to digital technology including interactive media, web color and typography, and designing for mobile devices. Combining timeless principles with cutting-edge technology in a smart, visually rich, full-color package, DESIGN FUNDAMENTALS FOR NEW MEDIA, Second Edition, provides a thorough and engaging introduction to modern applications of essential design techniques.

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Design Fundamentals for New Media By James Gordon Bennett Bibliography

- Sales Rank: #1051225 in Books
- Brand: Brand: Cengage Learning
- Published on: 2012-02-13
- Original language: English
- Number of items: 1
- Dimensions: 9.80" h x .80" w x 7.90" l, 2.05 pounds
- Binding: Paperback
- 400 pages

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Editorial Review

Review

"This book hits all of the major concepts I like to use in future advanced classes. I have not been able to find another one comparable that covers so much information."

About the Author

For nearly two decades, James Gordon Bennett has been intricately involved with the marriage of design and technology as both a designer and educator. He currently serves as Dean of Instructional Technology at the International Academy of Design and Technology in Tampa. Bennett has done extensive work at the highly experimental Arts and Technology Lab at the University of South Florida, has been a media consultant for a number of high-profile clients, and has served as a curriculum consultant and subject matter expert for several colleges. In addition to his teaching and consulting work, Bennett has published extensively on design and media and has seen his artwork featured in numerous group and solo exhibitions across the United States.

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