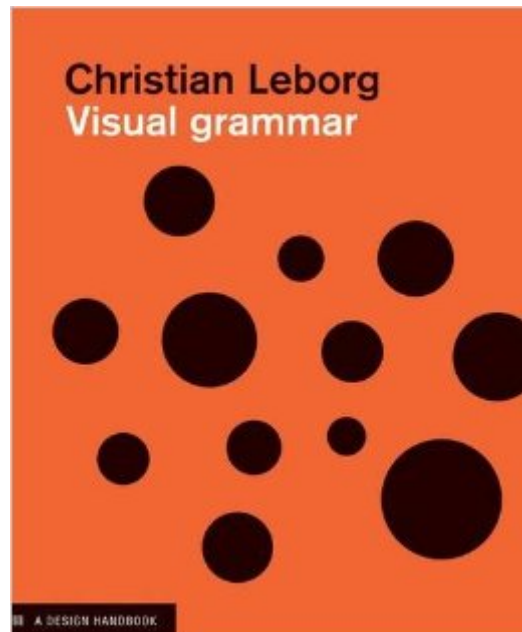


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# Visual Grammar (Design Briefs)



## Synopsis

Life in the image world has made us all voracious, if not always deliberate, consumers of visual messages. Easy access to computer graphic tools has turned many of us into either amateur or professional image producers. But without a basic understanding of visual language, a productive dialogue between producers and consumers of visual communication is impossible. Visual Grammar can help you speak and write about visual objects and their creative potential, and better understand the graphics that bombard you 24/7. It is both a primer on visual language and a visual dictionary of the fundamental aspects of graphic design. Dealing with every imaginable visual concept from abstractions such as dimension, format, and volume; to concrete objects such as form, size, color, and saturation; to activities such as repetition, mirroring, movement, and displacement; to relations such as symmetry, balance, diffusion, direction, and variation this book is an indispensable reference for beginners and seasoned visual thinkers alike. Whether you simply want to familiarize yourself with visual concepts or whether you're an experienced designer looking for new ways to convey your ideas to a client, Visual Grammar is the clear and concise manual that you've been looking for.

## Book Information

Series: Design Briefs

Paperback: 96 pages

Publisher: Princeton Architectural Press; 1 edition (May 1, 2006)

Language: English

ISBN-10: 1568985819

ISBN-13: 978-1568985817

Product Dimensions: 7 x 0.5 x 8.5 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 3.4 out of 5 stars [See all reviews](#) (16 customer reviews)

Best Sellers Rank: #178,657 in Books (See Top 100 in Books) #73 in [Books > Arts & Photography > Other Media > Digital](#) #197 in [Books > Arts & Photography > Architecture > Drafting & Presentation](#) #357 in [Books > Textbooks > Humanities > Architecture](#)

## Customer Reviews

The standard for visual literacy was set by Donal A. Dondis in 1973 with "A Primer of Visual Literacy". However, it was (is) a heavy read. Christian Leborg's "Visual Grammar" gives us a more visual approach to the subject. His thesis is that we cannot understand the visual images that

assault our eyes unless we share a common understanding of the symbols involved. Leborg enlightens us with a simplified but nonetheless complex view of symbols that are abstract, concrete, active, and relative. It's an interesting exploration using only basic geometric shapes. This is a "must have" book for those who teach design and a desirable book for students. All you need to know is that it is published by Princeton Architectural Press. Princeton publishes some of the most important books on design. Their positive discrimination is evident in all of their publications.

This book certainly takes the simplicity route. It is ruthlessly straightforward in regards to expressing its information, in a layout that is without a doubt concise and efficient. The nadir? It also unfortunately reads like stereo instructions and the knowledge it tries to impart is thoroughly basic at best. Simple shapes and the like may be the building blocks of structure, but without any really tangible information to be gleaned we are left with an attractive skeleton. Yes there are some bits of wisdom in this book as well as some fetching Adobe Illustrator rendered graphics, but by and large we're just left with more white space than a snowstorm. I really do think people should form their own opinions about reference materials however, maybe you could learn a great deal from this work. Buy it, try it, but I honestly can't envision the need for this volume in light of so many other exemplary works on the subject.

This is a must-have for anyone studying design. This book is as simple as a child's, yet it successfully relays concepts that I paid \$7000 to learn over the course of two semesters. Contained in this book are the fundamentals from which ALL design stems. I cannot even put into words how succinctly elegant it is. Even if it is not required reading, buy it alongside your textbook. I guarantee that you will find yourself referencing this volume when your textbook becomes too convoluted. The way you view this book will change as you learn and grow. At first, its contents will seem childishly simple; then, as you grasp what design really involves, they will seem mind-blowingly complex. At your peak, you will see that it is a beautiful union of the two. I cannot recommend this book enough. If you are a designer, it belongs in your home.

The content is as basic as it gets: Parallel, Patterns, Scaling etc.. This book would be great for elementary school students, but if your older than that you may want to pass. The only reason I gave an additional star was for its layout and design, otherwise it would be a 1.

I think I was expecting more from the design brief aspect of the content. The visuals were helpful in

understanding the concepts. I would like to see more samples of writing a design brief.

Had to get this for a class, it is a simple and easy to read design book. It is short and concise and really look at the pictures, they are design in and of themselves!

I finished reading this book in an hour, its short and sweet but sometimes i terms used to describe the diagrams seem too simplified and summarized.

Everything was excellent except the quality of the binding on the book. it isn't bad enough for me to want to return it but it is something to mention.

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