



On Design (Paperback)

By Justin Negard

Blurb, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.On Design provides insights into the fundamentals of any graphic design career. From essential principles, such as color theory and designing efficiently, to bolder challenges, such as dealing with bad clients and working courageously, author and designer Justin Negard touches upon vital topics for every designer to consider. At the heart of his message is for all designers to be deliberate and bold, to not allow themselves to ever be disrespected or unfulfilled, and to always be pushing towards doing great work before anything else. Justin Negard is an internationally awarded Creative Director, Designer, and Photographer, working predominantly through Future Boy Design. His work for clients has been seen in places like Bloomberg TV to South by Southwest to the National Parks Service, among others. Additionally Justin Negard is a member of the American Institute of Graphic Arts (AIGA) and the Art Directors Club (ADC Global). He previously published BOGOTA, a design and photography book on the Colombian capital city, which was recognized by several art and design organizations.

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