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Advertising Design and Typography

Alex W. White

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This comprehensive overview of advertising design strategies helps students and professionals understand how to create ads that cut through the clutter. Design principles such as unity, contrast, hierarchy, dominance, scale, abstraction, and type-image relationships are thoroughly discussed. Chapters also cover:

•Researching your client and your audience
•What makes an ad successful
•Getting the audience’s attention in a crowded marketplace
•Researching your client and your audience
•The importance of consistent branding and identity
•The difference between print advertising, billboards, the web, television, and radio
•Advertising design versus editorial design

Also included is an extensive section on typography with essential information on how type is perceived by readers, typographic history, principles, and practice. Complete with over fifteen hundred examples and illustrations of outstanding advertising design from around the world, *Advertising Design and Typography* will change the way you develop visual ideas and train you to see in a more critical and accurate way that gets messages across more effectively.

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