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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 161 Publisher: Beijing Jiaotong University Pub. Date :2011-05-01 version 1 by Yong-Hua Zhang and Lu Feifei other edited VI Design Fundamentals and Applications. Chapter 15. Chapter 1 and Chapter 2 introduces the VI design and VI design project research review and planning; Chapter 3 to Chapter 14 of VI design project. the students through the completion of these projects to achieve the VI design theory and practice of learning training; Chapter 15 are two typical VI design Works. The process of writing this book to work as the basis. a relatively complete set of VI design project. for example. the contents of a coherent order. each chapter have adopted the form of illustrations. and is equipped with the necessary theoretical knowledge related to design. This book has a chapter at the end of each chapter summary and requirements of this chapter. previous chapter's operations are required in the next chapter. the foundation of learning. able to fulfill the learning requirements of the previous chapter. the chapter can not complete the follow-up study. Meanwhile. the book is in the process of project design and production of timely joined the tips. so that readers understand and remember. VI Design Fundamentals and Applications to fully mobilize the students interest in learning. our students hands-on experience of VI design. graphic design students to improve skills. enhance students' social adaptability. as a career after graduating college students go to work smoothly Shop flat road. Contents: Chapter 1. VI design review 1.1CI meaning 1.2CI the basic elements of strategic planning 1.3CI strategic elements of 1.5VI 1.4 visual identity design and production process requirements of this Chapter Summary Chapter 2. VI design project research...

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