



# Elements and Principles of Design

*Zena O'Connor*

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## **Elements and Principles of Design** Zena O'Connor

With over 70 illustrations drawn from contemporary visual culture, Elements and Principles of Design provides insight into the tools designers use for visual communications and graphic design. With relevance to digital design, art and traditional forms of design, this booklet discusses the ways in which the elements and principles of design can help to convey meaning and communication objectives to an intended audience or target market. A concise and highly practical resource for artists and designers.

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