



Logo gestalten Ja! Aber wie? (German Edition)

Barbara Wendt

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Ein gutes Logo zu gestalten - diese Herausforderung begegnet jedem Designer im Laufe seiner Karriere. Entstanden aus der Lehrtätigkeit der Autorin heraus, kommt dieser Band daher Berufsanfängern wie gerufen und allen Fragen rund um die Logogestaltung zuvor: Vermittelt werden nicht nur grundsätzliche Gestaltungsregeln wie die gute Reproduzierbarkeit oder aber technische Aspekte, sondern auch die vielseitigen Möglichkeiten der Ideenfindung. Stringent aufgebaut, begleitet eine ausgewählte Logo-Entwicklung den Leser durch alle Themen und visualisiert so das theoretische Wissen. Gerade für Studierende und Design-Newcomer eine hilfreiche Unterstützung für die ersten eigenen Entwürfe, die den heutigen Print- und Webanforderungen gerecht werden sollen.

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