

What does a client or art director really mean when they say I want a clean look or The design should be bold? Graphic Design Speak offers the answers in an easy-to-follow format that both clients and designers can use as points of reference in design briefs or strategy meetings. This book is an essential tool for any designer seeking to gain a better knowledge of the wants and needs of their clients. --Over 200 color projects showing specific design solutions to answer client demands --An international gathering of designers, studios, and ad agencies --Quotes, tips, and anecdotes from both designers and clients

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