



Essentials of Visual Communication

By Bo Bergstrom

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Essentials of Visual Communication is an inspiring and uniquely accessible guide to visual communication. The book presents the major disciplines in today's media, and puts theory into practice, explaining how to achieve a strong communication chain from strategy and messages to design and influences to reach the target audience.

This book will be invaluable for anyone wanting to communicate through the use of images and text, and in particular for students, whether in the fields of graphic design, advertising, editorial design, journalism, new media, information technology, mass communication, photography, film, or television in fact, any discipline that seeks to deliver a message through words and pictures.

Essentials of Visual Communication is illustrated throughout with up-to-date examples of best practice from around the world that help to put visual theory into context. Summary boxes make it ideal for revision and reference.

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Editorial Review

About the Author

Bo Bergstrom has extensive experience in visual communication. He is responsible for courses at design schools and universities, conducts workshops for photographers and journalists, leads seminars for industry, and is also a consultant. He has written six books and has been awarded many prizes for his work in communication.

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