

## Graphic Design The New Basics Ellen Lupton

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Graphic Design: The New Basics offers nothing new, revolutionary, or impressively insightful, but a condensed prime of graphic design principles, however; there ' s not a clear example in practice or reasoning behind the design. This book was, clearly, written for the novice and those interested in the author ' s work.

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Graphic Design: The New Basics lays out the elements of a visual language whose forms are employed by individuals, institutions, and locales that are increasingly connected in a global

society. We hope the book will inspire more thought and creativity.

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Ellen and Jennifer are co-directors of the Graphic Design MFA Program at the Maryland Institute College of Art . This class is directly inspired by their popular textbook, now in its second edition: *Graphic Design: The New Basics*, available online as well as through Princeton Architectural Press.

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