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BOOKS — Robin Landa

Robin Landa holds the title of Distinguished Professor in the Robert Busch School of Design at Kean University of New Jersey. She is included among the teachers that the Carnegie Foundation for the Advancement of Teaching calls the “great teachers of our time.” Most recently, Landa was a finalist in the Wall Street Journal ’ s Creative Leaders competition.

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Robin Landa (Author of Graphic Design Solutions)

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Robin Landa is a distinguished professor in the Michael Graves College at Kean University. An award-winning author, teacher, designer, and branding expert, she has written more than twenty books on advertising, design, and creativity, including such bestsellers as *Graphic Design Solutions* (now in its fifth edition), *Build Your Own Brand*, and *Nimble: Thinking Creatively in the Digital Age*.

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Landa Instructor ' s Manual 1 1
Chapter 02 Graphic Design: The

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Basics Objectives 01 examine the formal elements of graphic design
02 understand the principles of design
03 comprehend visual hierarchy
04 learn about scale
Overview Concentrate on teaching (or reviewing) the formal elements of two-dimensional design: line, shape, color, and texture and the basic ...

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