<<Design Fundamentals>>

<<Design Fundamentals for the Digital Age   >>

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If you want to solve design problems with the computer, Design Fundamentals for the Digital Age gives you the tools. At a time when designers rely increasingly on computers, finally here is a resource that integrates design fundamentals with the latest digital technology.   Two leading New York designers demonstrate how to unite the foundations of design with a knowledge of the computer and its platforms. No other book introduces the fundamentals of Computer Aided Design (CAD) within the context of the design process. But this book is much more than a technical guide—it treats the computer as an exciting design medium whose potential is just beginning to be tapped. Using plain English, Design Fundamentals for the Digital Age shows you how to: understand CAD and effectively apply it in your design projects;   explore the computer as an artistic medium, working with space, color, surface, structure, light, motion, and other design elements; and   integrate the computer into the design process in order to meet the demands of today's changing technology and job market.   With nearly 200 illustrations, this book includes an easy-to-use glossary of terms, a comprehensive bibliography, and a useful workbook with practical applications. It serves as a fundamental reference for graphic and interior design students, architects, fashion designers, product designers, and fine art professionals. This exciting guide helps students and professionals meet the changing requirements of the field, and is particularly relevant at a time when every designer is required to use the computer as an essential medium on the job. Design Fundamentals for the Digital Age provides real solutions to design problems as computers transform the way we think and work.

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About the Authors Linda Holtzschue graduated Phi Beta Kappa in art history from the University of Rochester. She taught for many years at Parsons School of Design where she also served as an Assistant Dean. She maintains a private interior design practice in New York City and teaches at The Fashion Institute of Technology. Ms. Holtzschue is the author of Understanding Color: An Introduction for Designers, published by John Wiley & Sons in 1994. Her work has been featured in the New York Times Magazine. Edward Noriega is a Cooper Union graduate. He has taught art and design courses at Cooper Union, The Fashion Institute of Technology, and Parsons School of Design. He is currently the Assistant Chair of the Digital Design Department and Director of the Freshman Year Computing Program at Parsons. He has lectured throughout the United States and internationally on the Freshman Digital Design program. Mr. Noriega also maintains a graphic design studio in New York City.

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