



Foundations of Design (2nd Edition)

By Jeff Davis

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Foundations of Design (2nd Edition) By Jeff Davis

Foundations of Design by Jeff Davis provides a straightforward examination of the basic principles of two-dimensional design. Written in a clear and concise style, this textbook presents the elements of design in a logical order, with each chapter building on the next. The book employs a highly visual design with numerous diagrams that elegantly illustrate the fundamental design concepts. The diagrams are paired with relevant examples of contemporary art that connect theory to application.

Foundations of Design has been written to be accessible by anyone with an interest in art or design. The efficient, practical approach provides useful guidance for beginning students and practicing professionals alike. The universal ideas on visual communication are appropriate for any creative field, including fine art, graphic design, advertising, illustration, web design, and photography.

Foundations of Design is an essential addition to any art and design library.

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Editorial Review

About the Author

Jeff Davis currently serves as program director for the Art Foundations department at the Art Institute of Pittsburgh-Online Division, where he leads faculty and curriculum development. Prior to his role as program director, Jeff served as a faculty member teaching courses in design fundamentals and color theory. He is also the author of Foundations of Color, an introductory color theory textbook for art and design students.

Jeff is a practicing digital artist and has exhibited his work throughout the United States. He received his BA degree in Mathematics and Studio Art from Lawrence University and his MFA degree in Painting and Drawing from the School of the Art Institute of Chicago. He currently lives in Tempe, Arizona with his wife and two children.

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