Graphic Design for Television

Douglas Merritt

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This book explains the role of the graphic designer in making broadcast programmes and on-screen publicity, together with their contribution to art direction and graphic design in TV commercials, supported by case studies of student and professional work.

There is a maze of technical production methods available, both old and new, but there is very little literature to describe them or to explain how TV designers organise, understand and employ them. This book offers a sound introduction to the subject with a 32 page colour plate section including many examples of contemporary designers' work.

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