

Touch Graphics: The Power of Tactile Design (Letterhead & Logo Design)



Touch Graphics examines a wide array of innovative and often experimental graphic design pieces that have incorporated imaginative materials like fur, velvet, plastic, and metal to convey powerful messages and connect with audiences on a deeper level. Tactile designs feed our most neglected sense in a digital world that focuses aggressively on visual and audio stimulation and the authors celebrate and showcase the remarkable power they have to engender wonder, excitement, and a sense of ownership in today's consumers. An invaluable idea book and resource, this stimulating collection will inspire designers to open their minds—and their art—to include new forms and shapes, and insightful text will tell the reader the technical hurdles (if any) that were apart of the design process.

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