

# 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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