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Geometric shapes are widely used by graphic designers and applied to all the fields of communication. The broad range of case studies featured in this book displays how familiar shapes can be transformed and used to convey new concepts and trends in design.

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Editorial Review

About the Author

Shaoqiang Wang is a professor and graduate supervisor at the Guangzhou Academy of Fine Arts (China). He is a prolific editor whose titles focus on international design, architecture, branding, communication, trends and culture, and he is also the editor of Design 360° magazine and Asia-Pacific Design. He has been invited to lecture at numerous universities, design academies and organizations, and he has been a jury member for China's most prestigious design and illustration awards. Mr. Wang is also director of the Guangdong Museum of Art and professor and doctoral supervisor at the College of Arts and Humanities of the Macau University of Science and Technology.

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