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Animal shapes are especially popular in graphic design for the same reason. Many animals each have their own distinct associations, so you have a diverse arrangement to choose from when finding a specific set of traits to you want represent: a wise owl, a clever fox, and dangerous shark, etc.

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POP: How Graphic Design Shapes Popular Culture ...

POP How Graphic Design Shapes Popular Culture book cover, cover design by James Victore Needless to say, with it's bright pink cover and yellow text, this book "popped" out at me. Now, I'm no graphic designer, but I have always been interested in what drives it, since it is always changing.

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Geometric Shapes in Design: How to Use Them Creatively

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