The book was found

Basics Of Design: Layout & Typography For Beginners (Design Concepts)
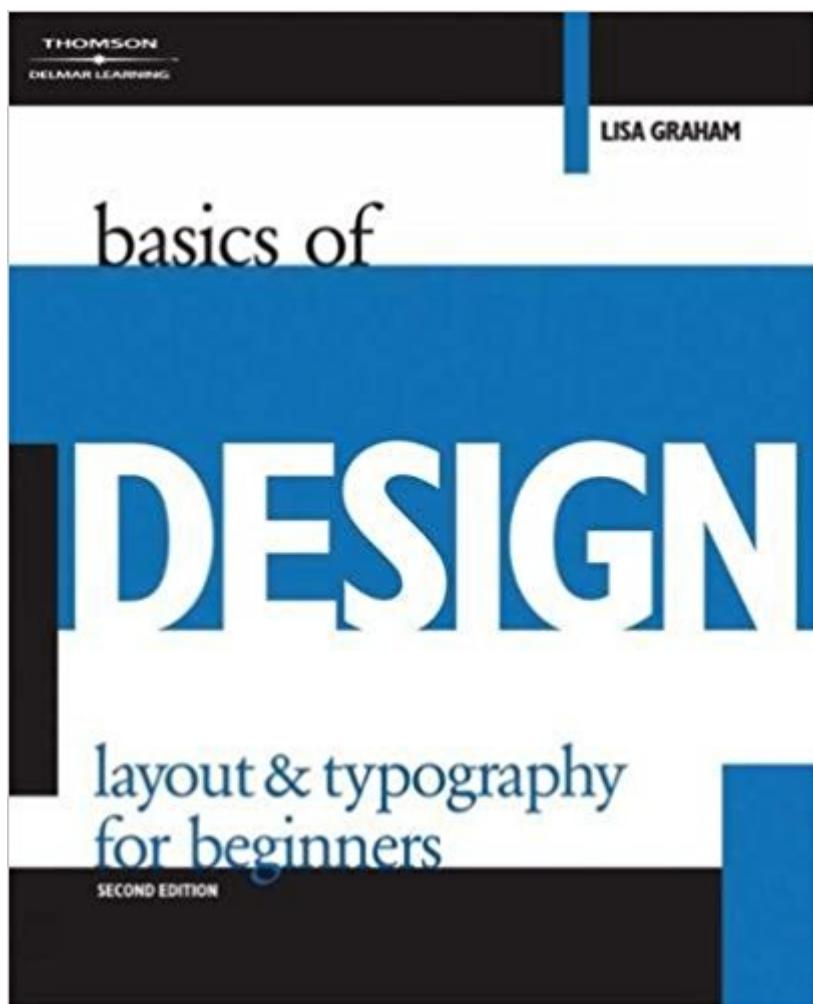
THOMSON
DELMAR LEARNING

LISA GRAHAM

basics of

DESIGN

layout & typography
for beginners

SECOND EDITION

Synopsis

This classic introduction to high-impact page design is now fully updated for a new generation of designers. Basics of Design: Layout and Typography for Beginners demystifies the design process with straightforward and complete explanations of the fundamental principles that create first-rate visual design. Readers learn essential design terminology and develop their knowledge and skills through visual examples and hands-on activities that reinforce page layout and typography concepts. Side-by-side critiques of before-and-after page layouts help readers understand how to apply design principles to their own efforts and point the way to excellence in design.

Book Information

Series: Design Concepts

Paperback: 320 pages

Publisher: Course Technology; 2 edition (June 13, 2005)

Language: English

ISBN-10: 1401879527

ISBN-13: 978-1401879525

Product Dimensions: 9.3 x 7.4 x 0.6 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars   22 customer reviews

Best Sellers Rank: #174,721 in Books (See Top 100 in Books)   #96 in Books > Arts & Photography > Graphic Design > Typography   #253 in Books > Textbooks > Computer Science > Graphics & Visualization   #335 in Books > Computers & Technology > Programming > Graphics & Multimedia

Customer Reviews

Part 1: Design and Layout Basics Chapter 1: Before You Begin to Design Chapter 2: Emphasis Chapter 3: Contrast Chapter 4: Balance Chapter 5: Alignment Chapter 6: Repetition Chapter 7: Flow Chapter 8: Images Chapter 9: Color Part 2: Typography Basics Chapter 10: Overview of Technical Terms Chapter 11: A Few Simple Type Rules Part 3: Projects and Resources Chapter 12: Focus On ... Chapter 13: Tools and Resources Glossary Index

Lisa Graham is an Associate Professor of Graphic Design at the University of Texas at Arlington. She is a recipient of the Illumina Teaching Award, a national teaching award honoring design professors presented by the American Institute of Graphic Arts and The Justice Organization. Her

illustrations have appeared in the MIT publications, Computer Music Journal, Leonardo, and Terra Nova. Ms. Graham has produced a wide range of graphic designs, illustrations, and informational graphics for clients in the fashion, high-tech, energy, military, and geology industries.

This is a really simple book which offers BEGINNING graphic design students a source of simplified information about layouts and type. This book is directed towards purely beginner designers and students who are in the intro classes. I wouldn't suggest this book if you have ANY prior knowledge of graphic design, but I whole heartedly suggest this book to any student who is just starting out.With that being said, there are other books out there that offer more valueable informtion, but this book is a good simplified source of information that is easy to take in and understand.This book is a good starting point.

The book is "designed" for beginners. It is great for brainstorming about - say - crafting a corporate identity using logos, newsletters, business cards, etc. However it is dated. Few pages are in color. The author doesn't assume the reader has access to industry-standard design software like the Adobe Creative Suite, or even to a computer for that matter. The author sometimes suggests the reader use crayons to "recreate" various design techniques involving color.But the basics are there, the principles are well explained and the price is right. Skip over the dated stuff and use the book to get a good foundational intro to the world of layout and design.

I bought this book for my DIGM class at the University of Houston, and it is a great guide to layouts, presentation in writing, posters, ect. In all printed materials, it is always best to make sure the print is legible, makes a good statement and can capture the audiences attention.

Purchased this textbook for a fundamentals of design course. It is a decent text, and worth the used book price I paid of about $25. Nothing I would keep in my library for future use, unless one is completely unfamiliar with design principles.

I like how it's easy to read and provides illustrations. I have been doing the exercises at the end of the chapters in class. Layout is an interesting concept and I like how the author breaks it down. I would recommend this book for beginners doing layout and design.

Lots of basic tips and rules for design! Used this book for a college class. Mostly black and white but

like I said lots of good tips and basic rules. Colors, layout, contrast, etc.

This book was suggested for my classes and Im very glad i had it. It gave many many references and examples that i needed to use in class. Many students asked to copy pages because they didnt have it.

Thank you!

Basics of Design: Layout & Typography for Beginners (Design Concepts) Space-Saving Industries for Your Layout: Layout Design and Planning (Model Railroader Books Layout Design and Planning) Compact Layout Design (Layout Design and Planning) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) IC Layout Basics : A Practical Guide IC Layout Basics: A Practical Guide (McGraw-Hill Professional Engineering) CMOS IC Layout: Concepts, Methodologies, and Tools Layout Essentials: 100 Design Principles for Using Grids (Design Essentials) Airplane Design Part IV: Layout Design of Landing Gear and Systems (Volume 4) Airplane Design Part III: Layout Design of Cockpit, Fuselage, Wing and Empennage: Cutaways and Inboard Profiles (Volume 3) Typography Essentials: 100 Design Principles for Working with Type (Design Essentials) Chirelstein's Federal Income Taxation: A Law Student's Guide to the Leading Cases and Concepts (Concepts and Insights) (Concepts and Insights Series) Vegan: The Ultimate Vegan Cookbook for Beginners - Easily Get Started With Over 70 Mouth-Watering Vegan Recipes (Vegan Recipes for Beginners, Vegan Diet for Beginners, Vegan Cookbook for Beginners) Gardening: Gardening For Beginners: A beginners guide to organic vegetable gardening, beginners gardening (gardening for beginners, Gardening, Vegetables, marajuana, Permaculture) Permaculture Gardening For Beginners: The Ultimate Practical Guide To Permaculture Gardening And Permaculture Design (Gardening For Beginners, Basics Of Gardening) Lettering: Beginners Guide to Lettering and Calligraphy Fonts for DIY Crafts and Art (Typography, Hand Writing, Paper Crafts, Thank You Notes, DIY wedding, Drawing, Hand Lettering Book 1) Calligraphy: The Complete Beginners Guide To Mastering The Art Of Lettering And Calligraphy Fonts! (Handwriting Mastery, Hand Writing, Typography) Making and Breaking the Grid: A Graphic Design Layout Workshop Layout Workbook: A Real-World Guide to

Building Pages in Graphic Design

Contact Us

DMCA

Privacy

FAQ & Help