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This book sets out the principles and practices of web design. It will help you understand what underpins web structure, design conventions and best practice. It touches on almost every subject and gives you a complete overview and understanding to deliver

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outstanding web design, leaving you to discover the areas you would like to specialise in and go on to build on these firm foundations. This book is design focused, you will not find one line of code. It takes you through creative thinking, questioning the brief, information architecture, navigation structures, front-end design, dealing with clients and best practice for file management. Unlike a typical how to manual, the style is light, chatty and more like having a conversation with a bloke who knows his stuff. If you want to master great website design and build process, and understand what makes them work, then this book is for you.

The Graphic Design Reference & Specification Book should always be next to a designer's computer. Completely practical with only the most needed information, this valuable book provides designers with all the little details that can make or break a design, such as how much space to leave in the gutter when designing barrel folds, how to layout a template for a box, and the ratios of each part, as well as metric conversion charts, standard envelope sizes in the USA, Europe, Canada and Asia, and much more. This hardworking handbook is compact and accessible and is a must-have for any graphic designer.

Graphic Design School allows students to develop core competencies while understanding how these fundamentals translate into new and evolving media. With examples from magazines, websites, books, and mobile devices, the Fifth Edition provides an overview of the visual communications profession, with a new focus on the intersection of design specialties. A brand-new section on web and interactivity covers topics such as web tools, coding requirements, information architecture, web design and layout, mobile device composition, app design, CMS, designing for social media, and SEO.

Logotype is the definitive modern collection of logotypes, monograms

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and other text-based corporate marks. Featuring more than 1,300 international typographic identities, by around 250 design studios, this is an indispensable handbook for every design studio, providing a valuable resource to draw on in branding and corporate identity projects. Logotype is truly international, and features the world's outstanding identity designers. Examples are drawn not just from Western Europe and North America but also Australia, South Africa, the Far East, Israel, Iran, South America and Eastern Europe. Contributing design firms include giants such as Pentagram, Vignelli Associates, Chermayeff & Geismar, Wolff Olins, Landor, Total Identity and Ken Miki & Associates as well as dozens of highly creative, emerging studios. Retaining the striking black-and-white aesthetic and structure of Logo (also by Michael Evamy) and Symbol, Logotype is an important and essential companion volume.

With record numbers of design and advertising students graduating into the job market each year, it makes more sense now than ever before to be fully armed to succeed. This book helps new designers make the transition from design school to work, giving them the ammunition they need for a successful start. Here the reader will learn how to get that all-important first job, and how to impress their new employer. They will also have at their fingertips plenty of useful, practical information, essential to know in the design studio and when working for clients. Enriched with quotes and advice from some of the best and brightest in the industry, this book is where you will find out what they didn't teach you in design school.

DON'T use comic sans (except ironically!) but DO worship the classic typefaces like Helvetica and Garamond. Graphic Design Rules is a handy guide for professional graphic designers, students, and laymen who incorporate graphic design into their job or small business. Packed with practical advice, this spirited collection of design dos and don'ts takes readers through 365 rules like knowing when to use a modular grid—and when to throw the grid out the window. All

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designers will appreciate tips and lessons from these highly accomplished authors, who draw on years of experience to help you create good design.

Published to instant acclaim in 2005, our best selling *How to Be a Graphic Designer without Losing Your Soul* has become a trusted resource for graphic designers around the world, combining practical advice with philosophical guidance to help young professionals embark on their careers. This new, expanded edition brings this essential text up to date with new chapters on professional skills, the creative process, and global trends that include social responsibility, ethics, and the rise of digital culture. *How to Be a Graphic Designer* offers clear, concise guidance along with focused, no-nonsense strategies for setting up, running, and promoting a studio; finding work; and collaborating with clients. The book also includes inspiring new interviews with leading designers, including Jonathan Barnbrook, Sara De Bondt, Stephen Doyle, Ben Drury, Paul Sahre, Dmitri Siegel, Sophie Thomas, and Magnus Vol Mathiassen

This book serves as an introduction to the key elements of good design. Broken into sections covering the fundamental elements of design, key works by acclaimed designers serve to illustrate technical points and encourage readers to try out new ideas. Themes covered include narrative, colour, illusion, ornament, simplicity, and wit and humour. The result is an instantly accessible and easy to understand guide to graphic design using professional techniques.

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