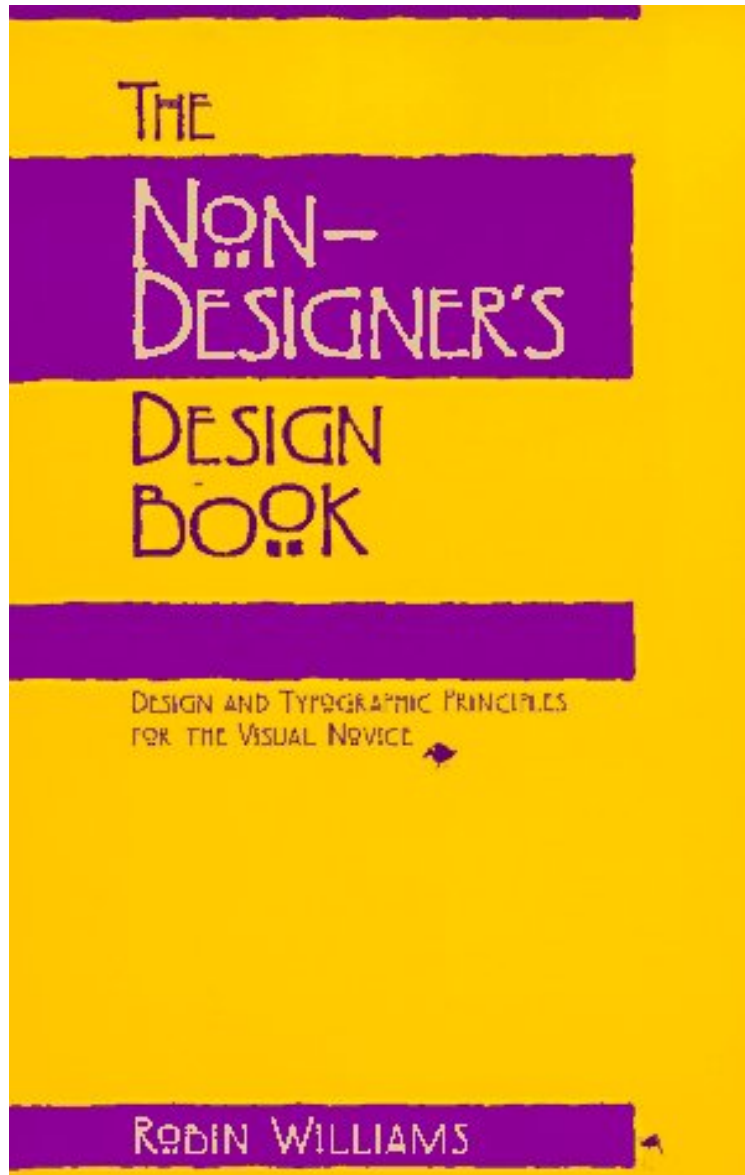


[Read now] The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice

## The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice

*Robin Williams*

*audiobook / \*ebooks / Download PDF / ePub / DOC*



DOWNLOAD



READ ONLINE

#161884 in Books 1995-01-25Original language:EnglishPDF # 1 10.70 x .30 x 7.001, #File Name: 1566091594144 pages | File size: 25.Mb

**Robin Williams : The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice:

48 of 48 people found the following review helpful. Worth the extra money--this edition is even better than her earlier

worksBy Married WidowI teach graphic design courses at a local community college and this updated edition is well worth the extra \$2 (from the previous edition). It still provides easy to understand examples of the concepts she covers then explains why these are important. But its updated graphics gives it a much more professional yet friendly feel and she cut back on cuteness that seemed to diminish the level of knowledge within it.2 of 2 people found the following review helpful. I love this book because there are many exercises that help ...By sandy traceyThis book was exactly what I needed. I'm just getting into graphic design and design principles. I love this book because there are many exercises that help reinforce the lessons you are learning. The author has created a book that is not only easy to understand but inspirational as well. She encourages the reader to use their designer's eye when moving through our daily travels, therefore we learn to see things with a fresh vision.1 of 1 people found the following review helpful. Worth every pennyBy ChrissonThis book teaches you the fundamentals of design, not only with examples but also with problems to solve. Definitely a keeper.

Robin Williams wrote this one for people who now need to design pages but have not background or formal training in design. Follow her basic principles and your work is guaranteed to look more professional, organized, unified, and interesting. Witty and easy to read, this book is full of practical information, exercises, and quizzes that ensure you'll never look at a page in the same way again.

From the Back Cover This book is for the secretary laying out an office newsletter, the entrepreneur designing her own advertising, the student wanting a better-looking term paper, or the professional creating a lasting impression with a new client. As a book of general design principles, it doesn't matter what computer one is using, or whether one is using a computer at all - the principles and terminology of good design remain the same. Robin assumes that readers simply want to know how to make pages look better. She equips them with the four basic concepts used in virtually every well-designed job. Dozens of real-world examples enliven the text and demonstrate that Robin practices what she preaches: Good design does indeed capture the reader's attention. In the second half, the focus is on type, specifically the problem of combining multiple typefaces. Robin demonstrates that in page design, as in life, a relationship is established that is either concordant, conflicting, or contrasting. Each chapter is conveniently summarized, and there are practical design exercises, optional quizzes, and bibliography. Throughout the book, readers are encouraged to feel at ease in the often confusing world of graphic design.