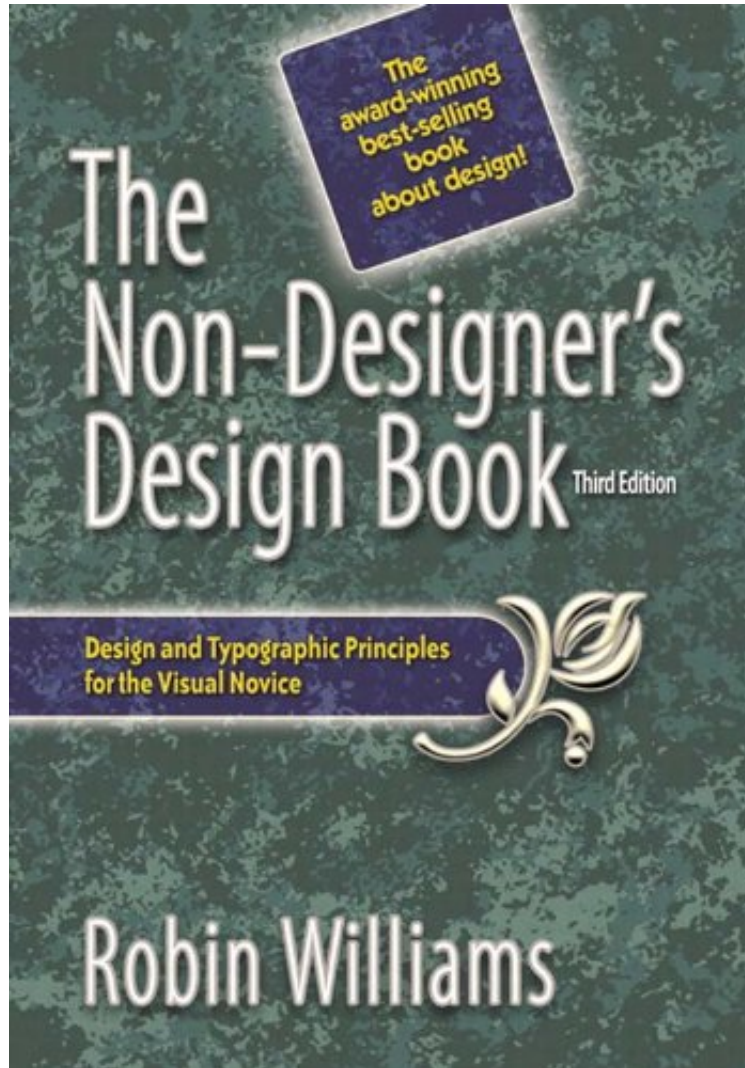


(Free download) The Non-Designer's Design Book

The Non-Designer's Design Book

Von Robin Williams

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Von Robin Williams : The Non-Designer's Design Book 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:

KundenrezensionenHilfreichste Kundenrezensionen5 von 5 Kunden fanden die folgende Rezension hilfreich. I couldn't put this book downVon J KingI have a degree in art, produce a newsletter and do layout for newspaper ads, and I still found plenty of interesting and useful information on almost every page of this little book, even though it's intended for novices. (Maybe I'm a bit slow!) I especially enjoyed the author's cataloging of typefaces and discussions on how they can be combined. A refresher on "rules" of design was a welcome review. I read it from cover to cover and took notes at the same time.8 von 8 Kunden fanden die folgende Rezension hilfreich. good info, but i would have

liked more! Von Dixie Vogelas an aspiring web page designer (who always believed she had a "good eye" but often needs hours of trial and error to find that acceptable look), i was looking for a practical, beginners' introduction to graphic design. i am not interested in the theory or schools of thought or even terms so much as practical, usable info that i can put to work right away. i found this book to be straightforward, simple, quick to read, and very useful. the same day i got it, i was able to use the principles to improve the design of my web page immediately in significant ways! my only beef with the book is that it didn't take me far enough. i would have liked to get a lot more of the same! someone who has some background in graphic design would probably not get too much out of the book, but i would recommend it to those without any formal training as a good starting point. 2 von 2 Kunden fanden die folgende Rezension hilfreich. Little book with BIG impact! Von efrex Don't let the small size of this book fool you... in here is all the information you need to start improving the way you design. Composition, positioning, alignment, font usage, and a host of other topics are concisely and simply explained. A section on color usage would have been appreciated, but would probably price the book out of its target audience. Williams's sense of humor may not be for everybody, but the information she presents is absolutely invaluable. Williams presents good design, bad design, and works to explain what elements make the former work. After reading this book, I started sub-consciously analyzing almost everything around me, from web sites to advertisements, and was able to identify well-designed ones from poorly-designed ones, and what they did right or wrong. No, you will not become an award-winning graphics designer after one read, but your understanding of principles, and your ability to apply them will increase dramatically. An extremely worthwhile investment for the beginner who needs to suddenly improve his design skills.

Kurzbeschreibung A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people attempting to design pages with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised classic--now in full color--includes a new section on the hot topic of Color itself. In *The Non-Designer's Design Book*, 3rd Edition, Robin turns her attention to the basic principles that govern good design. Readers who follow her clearly explained concepts will produce more sophisticated and professional pages immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap--which is just what audiences have come to expect from this best-selling author.

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