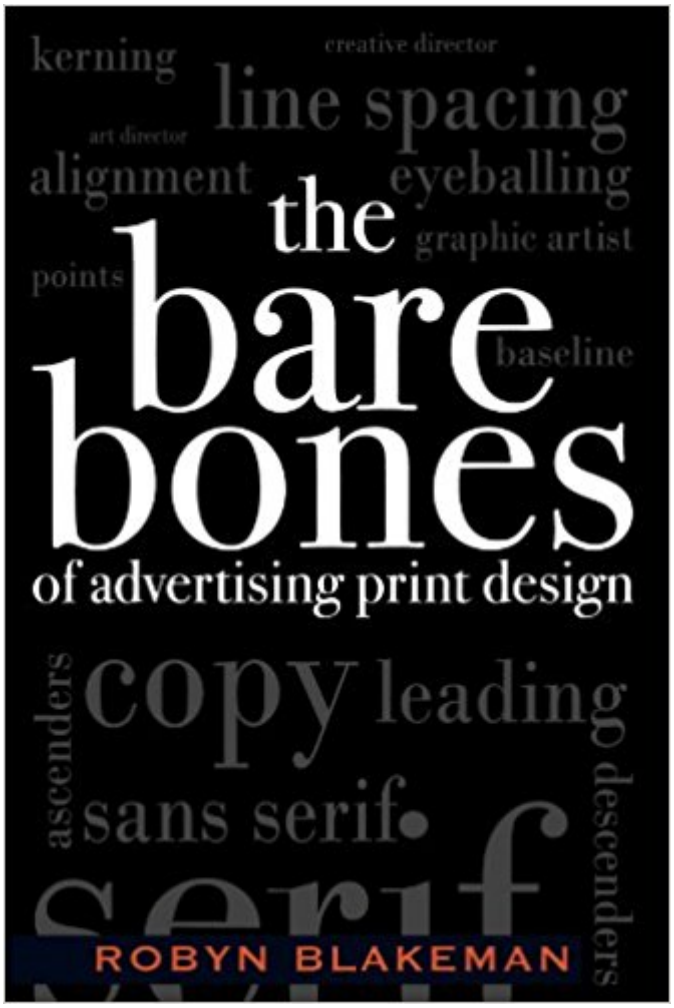
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The Bare Bones Of Advertising Print Design



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Synopsis

The Bare Bones of Advertising Print Design is an ideal handbook for beginning designers and students of advertising design/layout and desktop publishing. Robyn Blakeman dissects the creative process one piece at a time, giving a step-by-step guide to the use and design of advertising in both magazines and newspapers. This friendly, concise, and well-illustrated book is an invaluable resource that new designers and ad design students will refer to time and again for tips on creative and effective print ads.

Book Information

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Looking for a book to help your publication’s advertising staff? The Bare Bones of Advertising Print Design is a good addition to the staff bookshelf. From start to finish, Robyn Blakeman takes us through the creative process, from beginning design to specific publications; to problems and techniques.... The Bare Bones is an easy to read, stripped down, in-your-face ’how to’ design book. (Quill & Scroll)Robyn Blakeman promises the ’bare bones’ of print design . . . and that’s exactly what she delivers. Her concise mix of design principles, executional guidelines, and production techniques offers novice designers everything they need to create their own attractive and effective print ads. (Fred Beard)

Robyn Blakeman is assistant professor in the School of Advertising and Public Relations at the University of Tennessee.

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