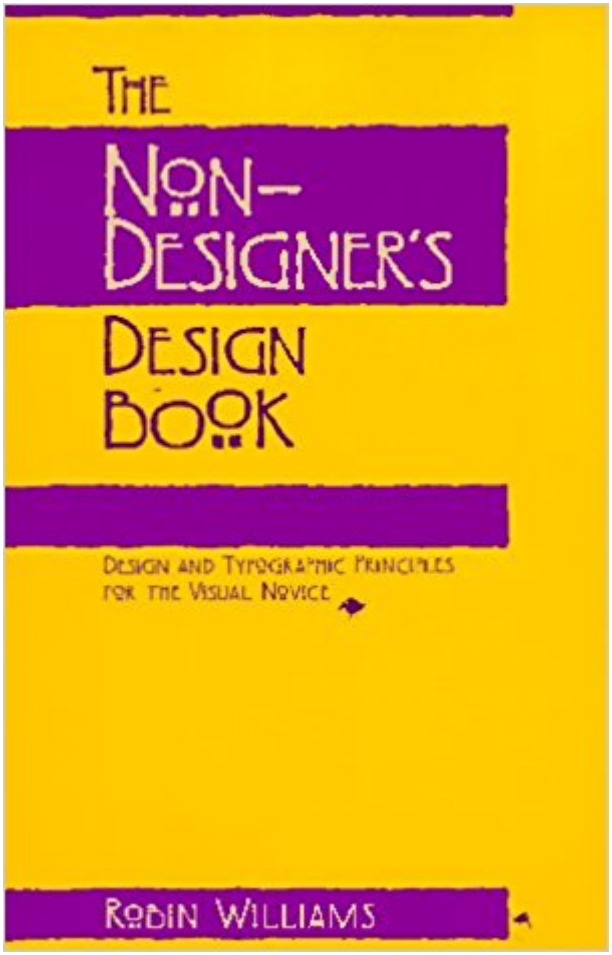
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The Non-Designer's Design Book: Design And Typographic Principles For The Visual Novice



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Synopsis

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.

Book Information

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Customer Reviews

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.

I 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.

This is the best design book for non-professionals that I've come across. Williams does a fantastic job, both through text and imagery, of explaining her four basic principles for good design -- contrast, repetition, alignment, and proximity. Her advice can be applied to all forms of visual communication, including forms you wouldn't necessarily think of before reading this book. She didn't write more than she needs to, instead letting example images do much of the teaching.You'll never look at the world the same way after reading this, and that's a good thing if you believe in doing your part to make the world a more beautiful place, one business card and brochure at a time.

Excellent info. Love how he includes loads of examples, asking us to figure out what isn't working with each example. Worth every penny...my new graphics are hugely improved and more importantly, I UNDERSTAND why! :-)

This 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 though our daily travels, therefore we learn to see things with a fresh vision.

This book teaches you the fundamentals of design, not only with examples but also with problems to solve. Definitely a keeper.

Exactly what I was looking for - breaks down a lot of the very basic principles of design in a way that someone with no formal experience can understand. The author is a very good teacher, and goes over things thoroughly, repeatedly, and with lots of examples. Definitely recommend the book for someone who wants to get a grasp of basic design concepts.

Excellent starting point for a non-designer. I've had to step into my marketing coordinators shoes before and wish I had this book then. It offers quick, simple, easy to follow guidelines that anyone can follow. It won't turn you into a graphic designer, but it will help you make your designs more professional looking or help you communicate your ideas to your marketing department.

I purchased the Kindle version of this book, and I can't express how much I love it. I'm a Mass Comm student with a graphic designer job, and I wanted to learn more about design. When I stumbled upon this book I knew I had to have it. I know now why people rave so much about WIlliams and her books. I've learned so much from this book in so little time. She explains things simply but thoroughly. She provides LOTS of examples to help you visualize what she's writing about (perfect for us artsy people who learn best visually). She reiterates her lessons to remind you of them throughout the different sections of the book. This book made me so excited about learning, and that's a lot to say of anything nowadays. WIlliams even provides little self-quizzes throughout the book; what a smart touch. What I would like to boast most about of this book is the fact that it teaches awareness. You may read some of these lessons and think to yourself "well, duh, I already do that," and that's great. WIlliams will teach you WHY you do these things and how to recognize their benefits so you repeat them in the future. She will thoroughly explain concepts that are new to you as well, describing how, why, when, and where to use them. This book has a nice balance of "do's" and "don'ts". Great for those who want to brush up on their skills or for beginners. Very easy to follow and understand. WIlliams writes with clarity, ease, and lightheartedness. Definitely recommending.

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