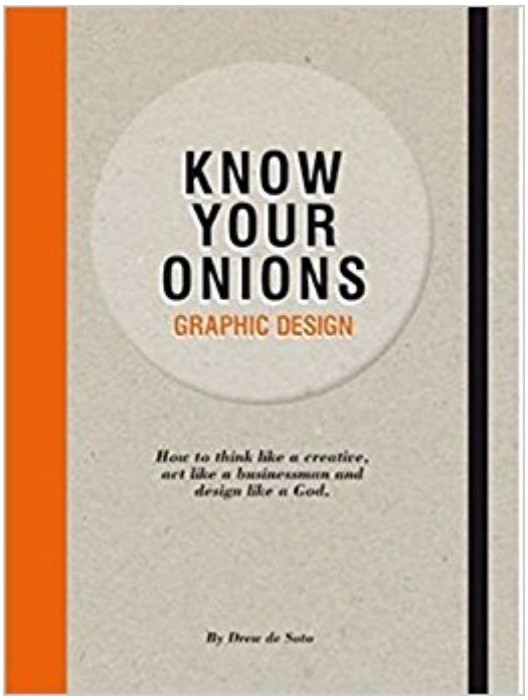
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Know Your Onions - Graphic Design: How To Think Like A Creative, Act Like A Businessman And Design Like A God



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Synopsis

Read this book and gain twenty years experience in how to think like a creative, act like a businessman, and design like a god. This book is practical and immediate, without being condescending or overly technical. Know Your Onions gives away the secrets of graphic design.

Book Information

Paperback: 185 pages

Publisher: BIS Publishers (January 31, 2012)

Language: English

ISBN-10: 9063692587

ISBN-13: 978-9063692582

Product Dimensions: 0.2 x 5.8 x 7.8 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 16 customer reviews

Best Sellers Rank: #144,061 in Books (See Top 100 in Books) #79 inÃ Â Books > Arts & Photography > Graphic Design > Typography #272 inÃ Â Books > Arts & Photography > Graphic Design > Techniques > Use of Color #1779 inÃ Â Books > Business & Money > Personal Finance

Customer Reviews

Drew de Soto: Proprietor of Nancy Victor Gallery and Director of Navig8 Ltd

Drew is Proprietor of Nancy Victor Gallery and Director of Navig8 Ltd. His focus in this book is on working with clients to create high end print materials, however there is much for any designer to glean from his discussion of process. The book is delightfully written, with such advice as:"Always name your files properly and consistently.Use an intuitive folder structure.Test your system; if a complete stranger was to open your job folder, would they know which was the most up-to-date version?Mock people who do not have a system."Of interest to all designers (especially those who work with clients) are his chapters on creative process, working with clients, conceptual sketching, color, and typography. Of special interest to designers who work in print are chapters on paper, the printing process, and binding.

Content rich, this book is very practical and helpful in the matter of Graphic Design. Highly recommended for anyone wanting to get into the field. Bought this book while a Junior Graphic Design major in college, wish I would’ve found it sooner. A final note: the author is British, so don’t

be surprised by the colloquialisms. I actually find them quite amusing, but that's besides the point, haha.

This book has a lot of useful information and it is so easy to read. I feel like he is talking one on one with you. He tells you obvious things that you would have never thought about. The book is well made and every page is bursting with information to help you with your graphic design career. I recommend this book to anyone in the graphic design field.

I was not as impressed with this version of Know Your Onions as I was with the web design version. De Soto's text is very engaging, but seems to meander through graphic design concepts, highlighting some and truncating others. For general graphic design concepts, it is perhaps a good book, but it might be tough for a novice designer to understand.

Exactly as listed. Great book.

...book was great though.I loved that it challenges the reader to take action rather than hand-holding them through a process. This was exactly what I was looking for in a design book and I applaud the author for constructing his narrative as such.Also, another shout-out to the book design itself. Great approach that makes you want to carry it around with you wherever you go. Color helps it pop out on your bookshelf while the compact size allows it to be easily transported. Bonus points for the strap which allowed me to have an improptu bookmark. The cardboard cover was an interesting approach; the text on it printed well, however it is prone to creasing. Considering I bought this for the knowledge, it's hardly a dealbreaker.All in all a great addition to any designer's collection, and a book I wished that I had five years ago.

This book was funny, simply written and thorough on a variety of topics relating to graphic design. I'd recommend it for people interested in learning more before considering working in the field, or who are new to it. The author is a traditionalist, which is good to know before reading.

Good product and great seller on time and trustworthy

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