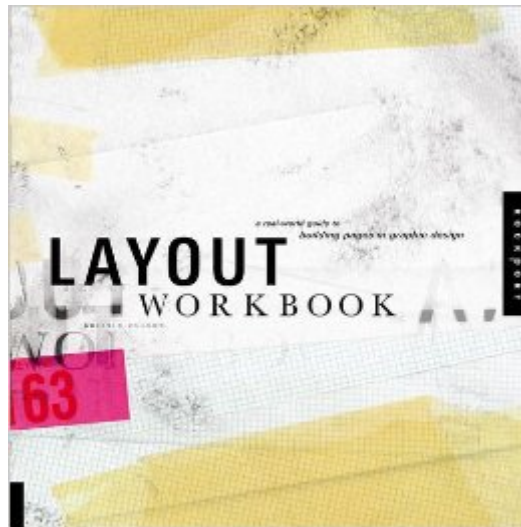


The book was found

Layout Workbook: A Real-World Guide To Building Pages In Graphic Design



Synopsis

An inspired resource for creating meaningful design, *Layout Workbook* is one of five volumes in Rockport's series of practical and inspirational books that cover the fundamental areas of graphic design. In this edition, author Kristin Cullen tackles the often perplexing job of nailing down a layout that works. More than a collection of great examples, this book is a valuable resource for students, designers, and creative professionals who seek design understanding and inspiration. The book illuminates the broad category of layout, communicating specifically what it takes to design with excellence. It also addresses the how and why of the creative process. Cullen approaches layout with a series of step-by-step fundamental chapters addressing topics such as design function, inspiration, process, intuition, structure, organization, the interaction of visual elements, typography, and design analysis.

Book Information

Paperback: 240 pages

Publisher: Rockport Publishers; 1 edition (May 1, 2007)

Language: English

ISBN-10: 1592533523

ISBN-13: 978-1592533527

Product Dimensions: 9 x 0.8 x 9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (67 customer reviews)

Best Sellers Rank: #60,920 in Books (See Top 100 in Books) #78 in [Books > Computers & Technology > Programming > Graphics & Multimedia](#) #202 in [Books > Arts & Photography > Graphic Design > Commercial](#) #279 in [Books > Arts & Photography > Graphic Design > Techniques](#)

Customer Reviews

It's too bad that this book is not a workbook and that it does not provide very much information about layout. Primarily, it's a look at what the authors consider good design in print media. The book discusses the function of design, the design process, the role of inspiration and intuition in design, the function of grids, the factors that effect composition, typography and the importance of design analysis. The book concludes with a look at several examples of design with some comments on each. There are no exercises or tutorials. Most designers would agree that the layout of printed materials should enhance the ability of the printed media to communicate its message without

calling attention to the layout. I presume that there are some principles to laying out a piece of media to achieve that goal. The authors recognize that there are such principles and even offer some of those in general terms. Thus the authors suggest that using more than one typeface or font in a piece may enhance communication, but also point out that some fonts are unattractive when combined. The logical development of this point would have provided readers with some examples of combinations both compatible and in conflict, and perhaps even a discussion of why fonts fit together or conflict. The authors offer profuse illustrations that they believe show good design. Unfortunately most of illustrations are so small that they provide little help in understanding the teaching points. The examples in the final chapter are larger. For the latter, the accompanying text often illustrates the design considerations but just as often the text is merely descriptive.

[Download to continue reading...](#)

Layout Workbook: A Real-World Guide to Building Pages in Graphic Design Making and Breaking the Grid: A Graphic Design Layout Workshop Basics of Design: Layout & Typography for Beginners (Design Concepts) The Real Book of Real Estate: Real Experts. Real Stories. Real Life The SketchUp Workflow for Architecture: Modeling Buildings, Visualizing Design, and Creating Construction Documents with SketchUp Pro and LayOut "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels)) Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship) Real Estate: 30 Best Strategies to Prosper in Real Estate - Real Estate Investing, Financing & Cash Flow (Real Estate Investing, Flipping Houses, Brokers, Foreclosure) The Mystery at Jamestown (Real Kids, Real Places) (Real Kids! Real Places! (Paperback)) Measuring, Marking & Layout: A Builder's Guide (For Pros by Pros) Learn To Draw A Graffiti Master-Piece: Your Essential Guide To Tags, Bubble Letters, Wildstyle, Layout And Piecing Building Green, New Edition: A Complete How-To Guide to Alternative Building Methods Earth Plaster * Straw Bale * Cordwood * Cob * Living Roofs (Building Green: A Complete How-To Guide to Alternative) Index Funds: Index Funds Investing Guide To Wealth Building Through Index Funds Investing With Index Funds Investing Strategies For Building Wealth Including ... Guide To Wealth Building With Index Funds) Room and Furniture Layout Kit Layout & Background (Walt Disney Animation Archives) Tiling: Planning, Layout & Installation (For Pros By Pros) Mastering Layout: On the Art of Eye Appeal Layout and Composition for Animation Real World Print Production with Adobe Creative Cloud (Graphic Design & Visual Communication Courses)

