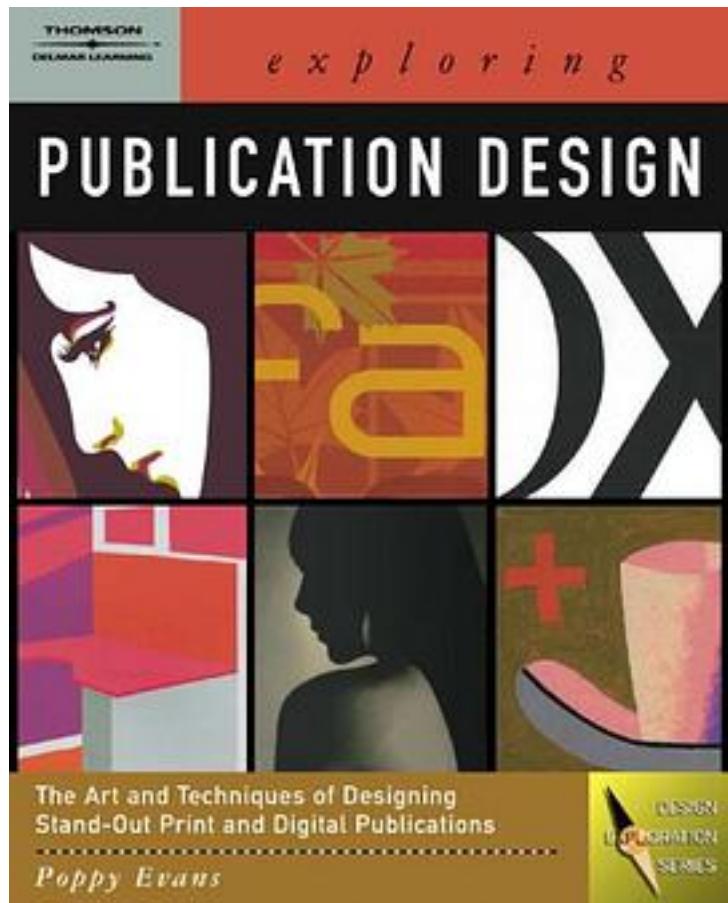


Exploring Publication Design (Design Exploration Series)



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Even in a digital age dominated by the Web and DVD's, print media remains a primary means of communication in our culture. Exploring Publication Design tackles the

unique challenges encountered in designing books, magazines, newspapers, promotional literature, and the various other types of print publications. Highly regarded author and design educator Poppy Evans identifies the design and communication issues specific to publications and then examines the ways in which design principles and techniques can be applied to solve these design challenges. The book's wide-ranging coverage includes the most effective ways of organizing content and using type and color, sources of visual images, the ins and outs of page layout, professional opportunities in publication design, and much more.

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