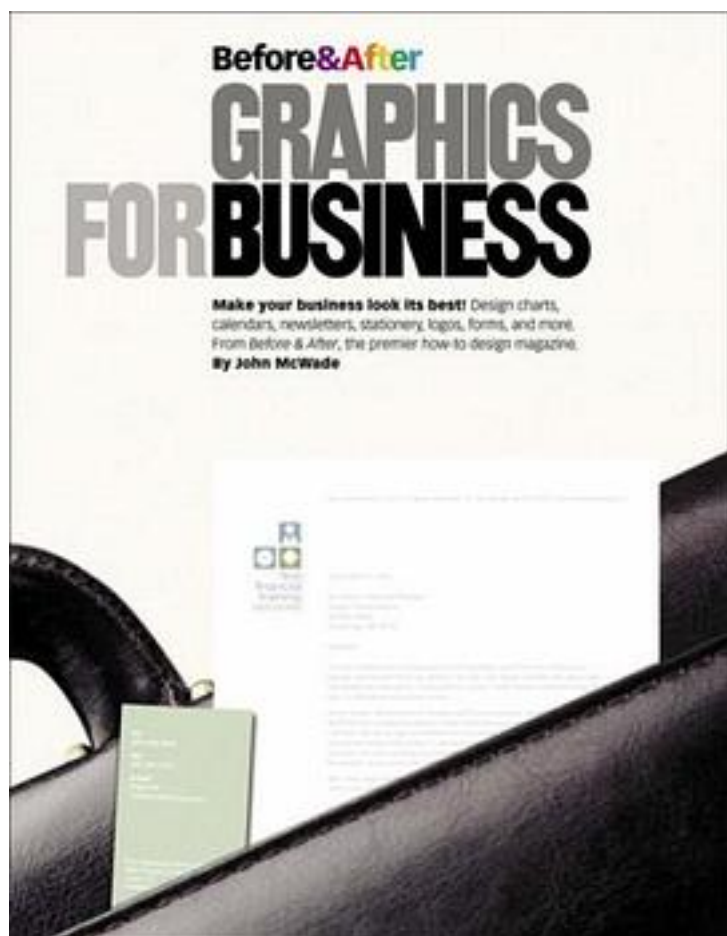


Before and After Graphics for Business



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著者:John McWade

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As the founder of the very first desktop publishing company (PageLab) and the publisher of Before and After magazine, John McWade knows graphics. He also knows business—and the depth of that knowledge comes through in every page of this

handsome primer on creating effective business graphics! In these pages, a master of the medium shows you how to use today's tools to create business graphics that communicate your business's identity in a variety of forms. From creating charts, graphs, calendars, and maps to designing newsletters, creating various types of stationery, coming up with an identity, using photos to convey a message, and creating gift certificates, Yellow Pages ads, coupons, forms, and more, this elegantly designed volume shows you how to present your business to the world graphically. Best of all, you'll discover how to think visually—ensuring that your perceptions of your business are the world's perception of your business through the effective use of business graphics.

作者介绍:

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标签

设计

平面设计

design

艺术

JohmMcwade

英语

经济

社会

评论

平面设计书籍。只是随着时代的变迁，许多形式已经快要不存在了。比如：纸质邮件广告、纸质coupon、黄页。可以应用在H5上

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书评

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