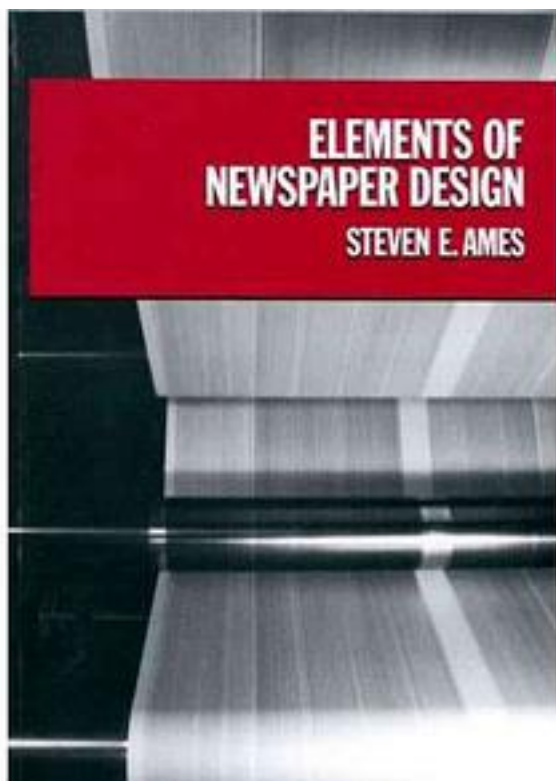


# Elements of Newspaper Design



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著者:Steven E. Ames

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Covering every aspect of newspaper design from typography to photography, from redesign to the specifics of a design stylebook, this volume is an essential text for use in graphic journalism courses and an effective reference source for editors and publishers. The author coins the phrase Total Page Concept (TPC). By use of this term, he demonstrates the importance of placing graphic elements on a page so that they complement one another. On the TPC page, all elements mesh. Typography, photography and illustrative art are as important to each page as are thorough writing

and careful editing. This scholarly text includes more than 200 examples from newspapers throughout the United States, 60 interviews and citations plus statistical tables that show how editors use various graphic elements in their publications. Divided into six sections, Elements of Newspaper Design shows how graphics and text must complement one another on a TPC page. Sections are: Basics of the Total Page Concept; Principles of Design; Building Blocks of Typography; Design Creativity; Finishing Touches; Putting It All Together.

作者介绍:

目录:

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