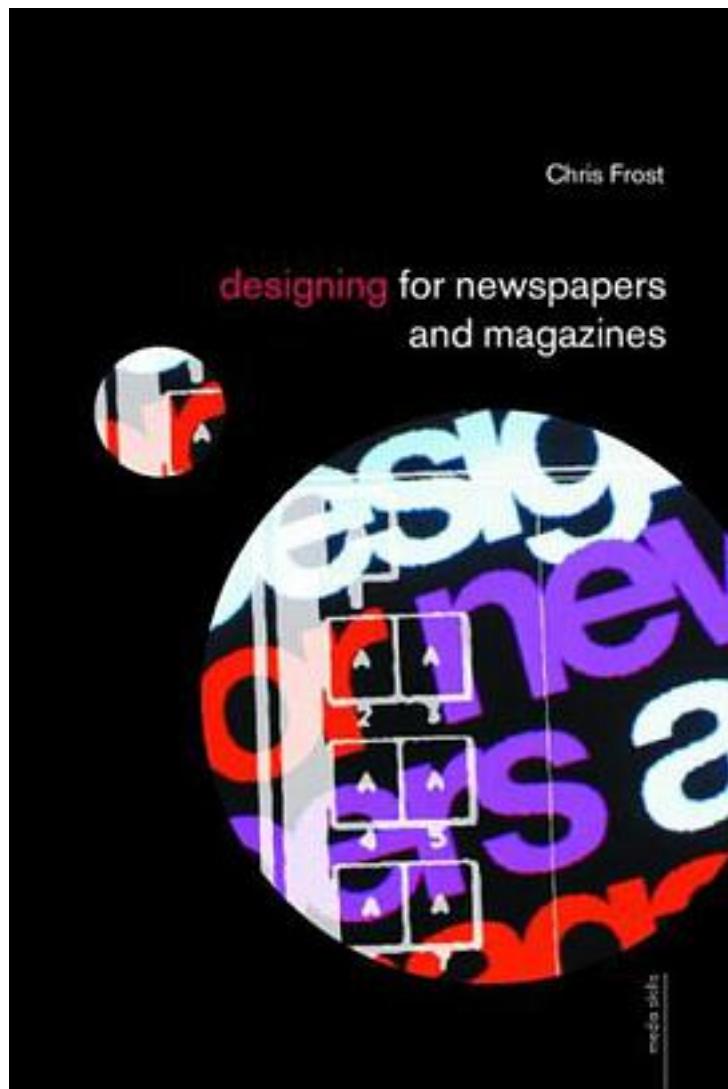


Designing for Newspaper and Magazines



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Designing For Newspapers and Magazines examines how newspapers and magazines are produced. It offers guidance on how to produce attractive publications and how to tailor them to their target audience by advising them on the use of color, text placement, typography and images.

Designing for Newspapers and Magazines shows how a well- designed publication can provide a powerful platform for good journalism. Written by an experienced journalist and newspaper designer, the book details the elements of a good design and provides instruction on how to get the most out of computers and computer-aided design. A final section examines a range of different local and national publications and explains the reasoning that underpins their design choices.

Designing for Newspapers and Magazines includes: how to set up a new publication; planning an edition of a newspaper or magazine; typography and working with text; working with images and technical production; designing pages and how to use color; design and journalism ethics, and a glossary of journalistic and design terms.

作者介绍:

目录:

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