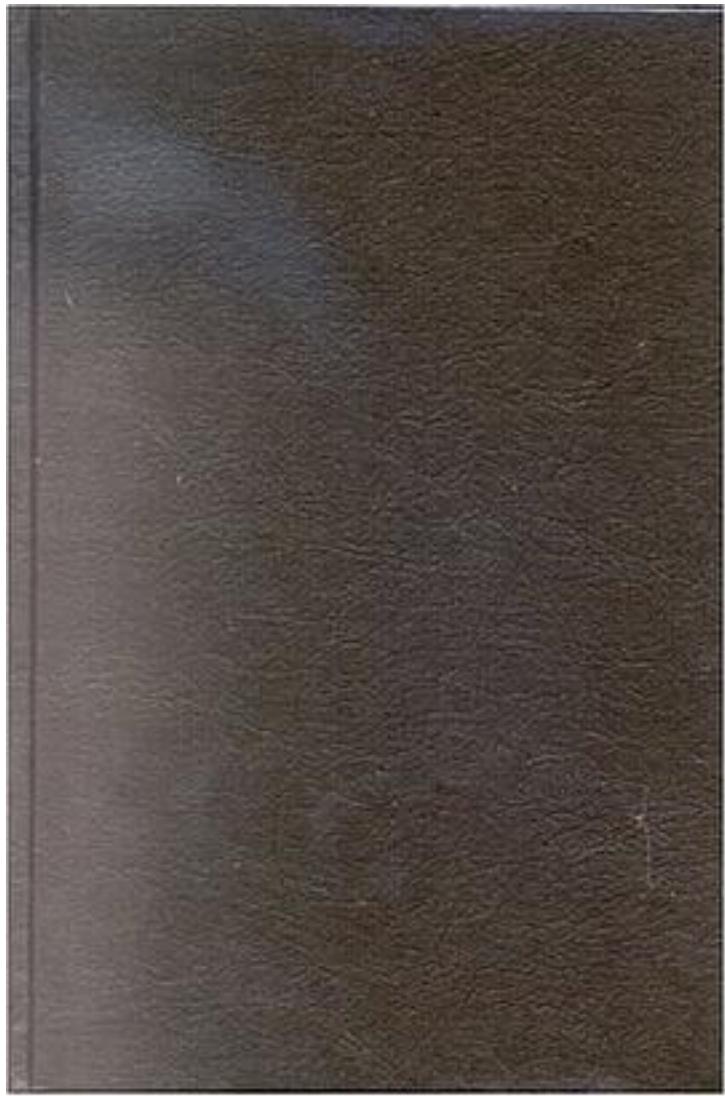


The Bare Bones of Advertising Print Design



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The Bare Bones of Advertising Print Design is an ideal handbook for beginning designers and students of advertising design/layout and desktop publishing. Robyn Blakeman dissects the creative process one piece at a time, giving a step-by-step guide to the use and design of advertising in both magazines and newspapers. This friendly, concise, and well-illustrated book is an invaluable resource that new designers and ad design students will refer to time and again for tips on creative and effective print ads.

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