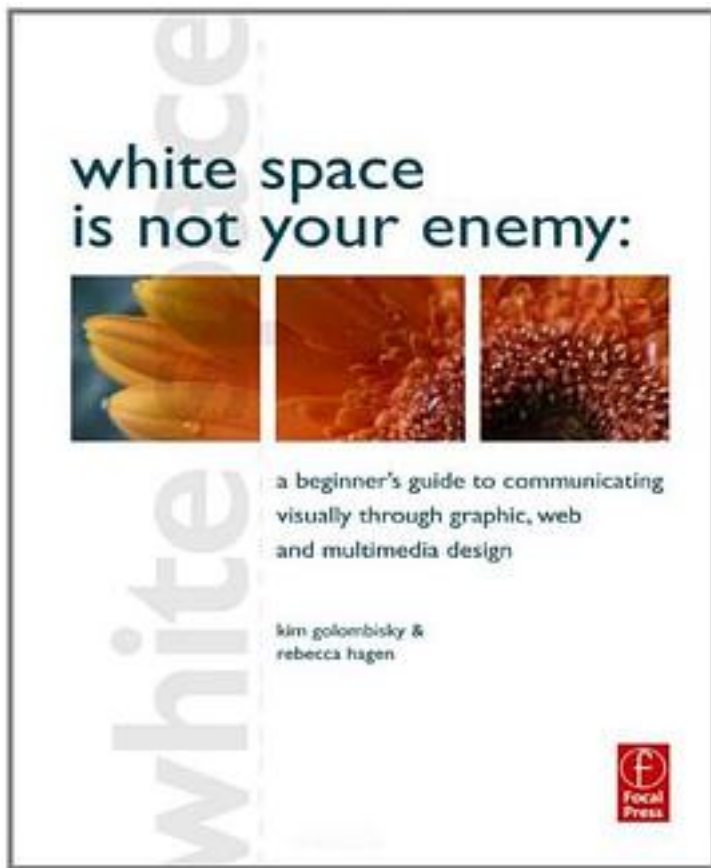


White Space is Not Your Enemy



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著者:Kim Golombisky

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Designing a brochure or web site without an art background? Step away from the computer and read this breezy introduction to visual communications first. Written for non-designers, White Space is Not Your Enemy is a practical graphic design and layout text introducing the concepts and practices necessary for producing effective visual communications across a variety of formats, from print to Web.

This beautifully illustrated, full-color book covers the basics to help you develop your eye and produce attractive work. Topics include:

- * The basics of effective design that communicates its intended message
- * Pre-design planning
- * 13 Layout Sins to avoid
- * Basic typography
- * Working with color
- * Storyboarding for video, Web, and presentations
- * Information graphics
- * Mini Art School--all the basics in one chapter
- * Outputting your work
- * Finally--the basics of layout, design, and visual communication for print and web in one easy-to-digest book!
- * "Try This" sections in each chapter include fun, hands-on activities to develop skills.
- * The companion web site includes text and photo support material; video clips that put the principles in practice; interactive multimedia components; and links.

作者介绍:

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标签

设计

交互设计

艺术

网页设计

图形设计

web_design

评论

1/3页图示，不费力。

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书评

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