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White Space is not your enemy of Kim Golombisky and Rebecca Hagen is an incipitic design book. And I bought it because I definitely need help with design. While I (at least I think I do) have something of an understanding of what color goes with, it's sometimes hard for me to make something look good. Seeking some cheap professional help, I turned to this book. Practical help So apart from the obvious title, the book offers tips on color combinations, font selection, focus points and even how to prepare a document for a professional print job. And the chapter on design sins really resonated with me. I've seen poorly crafted ads (both online and offline) and websites, and have never really been able to adequately articulate exactly why they were so hideous. So now I can. Exercises exercises on the back of each chapter worked, I thought, somewhat superfluous. But I started looking at design with a more critical eye. For example, I noticed a printed ad where the background image was of varied colors. Some were bright, some, dark. However, the pressure was pure white, and cut horizontally along the center of the photograph. Therefore, this would have been nice, except that the copy crashed right into a white room, so some of the printing was invisible. What part? Company name. Epic design fails. Foolproof Another extremely useful chapter: the one on works every time layout. This setup is all over the Internet and all over the media, and for good reason. It is essentially a full-width photograph or other graphic above the top third of the screen or page, with the remaining two-thirds divided into two vertical columns for text. A cutline (caption) goes right below the visual (if applicable, some visuals don't need a cutline), with a more prominent heading just below that. Break up the columns into paragraphs and watch out for widows and orphans (one or two short words on a line). Place tags (these are not Internet meta tags), which are the logo, company name, and small nugget of information such as the URL or physical address, in the bottom right corner. In addition, round it all out with generous margins around. Voila! An instant beautiful (albeit slightly plain) layout! If nothing else, that chapter has a greater value than the price of admission. Learning creativity Creativity can not really be taught. But peripherals around it can, for example, how to gather ideas and nurture them, and how to put these ideas together in a coherent format. It's like teaching ceramics and smithing, but not cooking: you get enough so you can put the table, but not nourish anyone. Because you have to be an artist. And that, unfortunately, no book can ever teach you. Rating 5/5 related © 1996-2015, Amazon.com, Inc. or its affiliates the Books visual communicator. Whether you're already a media pro or hoping to be one soon, it's your introduction to graphic design and layout. White Space is not your enemy covers the basics quickly without being too boring. What you will learn from this book: This beautifully illustrated, full-colored book covers the basics to help you develop your eye and produce attractive work. Topics include:The basics of effective design that communicate its intended messagePre-design planning13 Layout Sins to avoidBasic typographyWork with colorStoryboarding for video, Web and presentationsInformation graphicsMini Art School-all the basics of one chapterOutputting workFinal-basic layout, design and visual communication for printing and web in an easy-to-digest book! Try this sections in each chapter include fun, practical activities to develop skills. The companion's website contains text and photo support material; video clips that put the principles into practice; interactive multimedia components; and links. Competition:Our friends from Focal Press give away 5 free books. All you have to do, to enter the competition is to continue the following line: A beginner's guide to communicate visually through graphics, web and ... Send your reply to this email address, before Wednesday, March 16, 2011. Don't forget to include your post address and phone number (required for international shipping) in your email. I read this to the class, so is not the target audience. Especially because this is thrown at the initial level, which is usually the most boring type of class. For the most part, what I learned is that graphic designers really, really fear words: spaces turn out not to be the enemy because sentences and paragraphs are. The authors kept talking about how frightening and threatening people find text, and so how to always break it up with spaces and images and logos and pretty much everything no I read this to the class, so is not the target audience. Especially because this is thrown at the initial level, which is usually the most boring type of class. For the most part, what I learned is that graphic designers really, really fear words: spaces turn out not to be the enemy because sentences and paragraphs are. The authors continued to talk about how frightening and threatening people find text, and so how you should always break it up with spaces and images and logos and pretty much all non-text, which they claim is much more appealing. As the kind of person who is word- and book-oriented enough to bother with Goodreads - and who usually skips parts of records in books: give me maps, not pictures*, authors!, I found this advice just alienating. It didn't help that the authors would amplify their images matter, words don't vibe by safely slinging around words like ergo without seeming to know what those words mean. Or many advice was here is the way everyone else does things, which you should adapt, but are also overused and so at the same time you should not do, which does not seem very useful. Beyond that, this can be a good primer for someone new enough to profit from a basic, one-chapter introduction to a variety of dimensions of design. (I'm ignorant so it seems like I should be such a person, and maybe the chapter set up a template for how to post things in the way that works most often will be useful?) There are chapters about color, on typefaces, in paper bearings; chapters on how to design for TV, for printing, and for the Internet, and so on. The book has no pretensions to depth, but should allow you to find out which topics you find interesting or useful enough to pursue further. This unpretentiousness extends to tone questions, which at times were gratefully How do you do it, other teenagers? For example, a single page contains both the sentences Cue band for Pomp and Circumstance because you are ready to graduate from mini art school and How cool is it? with the latter seems especially absurd since it immediately follows the idea of designing with only a part, but having the viewer perceive the whole opens up interesting compositional possibilities, including the interaction of positive and negative space, whose relationship with coolness rather escapes me. So committing myself to a class that involves reading three books about design may have been a mistake. We'll see if I actually stick to it through the other two.* I'll also accept data visualizations, but this book's take on infographics was so basic - text boxes and pie charts - that I suddenly hesitate to encourage someone. ... More Get White Space is not your enemy, 3rd Edition now with O'Reilly online learning. O'Reilly members experience direct online training, plus books, videos and digital content from over 200 publishers. White Space Is Not Your Enemy is a practical graphic design and layout guide that introduces concepts and practices necessary to produce efficient visual communication across a variety of formats – from web to printing. Sections on Gestalt theory, color theory and WET layout expand to offer more in-depth content on these topics. This new edition includes new trends in web design — mobile-first, user interface/UX design and webty typography — and how they influence a designer's approach to a project. The entire book will receive an update using new examples and images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and advertising design. book Data Science from Scratch, 2nd Edition by Joel Grus To really learn computer science, you should not only master the tools - computer science libraries, frameworks, modules, ... video Ultimate Graphic Design Course: Create 40 practical projects by Cristian Barin Use Photoshop to create Facebook ads, Instagram posts, newsletters, YouTube thumbnails, resumes, business cards, and more! ... book Storytelling in Design by Anna Dahlström With the wide range of devices, touch points and channels in use, your ability to control ... book Software Engineering on Google by Titus Winters, Tom Manshreck, Hyrum Wright Today, software engineers need to know not only how to program effectively, but also how to ... White Space Is Not Your Enemy is a practical graphic design and layout guide that introduces concepts and practices necessary to produce efficient visual communication across a variety of formats – from web to printing. Sections on Gestalt theory, color theory and WET layout expand to offer more in-depth content on these topics. This new edition includes new trends in web design — mobile-first, user interface/UX design and webty typography — and how they influence a designer's approach to a project. The entire book will receive an update using new examples and images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and advertising design. Chapter 1: What is Design Chapter 2: Walking Away From The Computer Chapter 3: I Must Design This Today (WET Layout) Chapter 4: Layout Sins Chapter 5: Mini Art School Chapter 6: Layout Chapter 7: Type Chapter 8: Color Chapter 9: Pictures Chapter 10: Infographics Chapter 11: Storyboarding Chapter 12: Multimedia Chapter 13: Web Chapter 14: Print Chapter 15: Conclusion Kim Dr. G. Golombisky, a former advertising and public relations professional, began teaching mass communication at the University of South Florida, Tampa, in 1993. She is currently interim director of the USF Zimmerman School of Advertising and Public Relations. From 2011 to 2018, she was a graduate director of the USF Department of Women's and Gender Studies, the second oldest such program in the United States. She has consulted on graphic design and copywriting for Walt Disney World Resorts, Progressive Insurance, THE ASNE High School Journalism Program and Publix Supermarkets. In addition to coauthoring White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design, she has edited two anthologies about advertising and feminism. She has also visited the Faculty of Diversity at The Poynter Institute for Media Studies. Rebecca Jacobsen Hagen is a visual communication strategist with more than 20 years of experience in graphic design. She founded Sky Lake Design Studio in 2011, specializing in designing high-end print and digital projects for small and medium-sized businesses, nonprofits and higher education institutions. In addition to running his own design company, Hagen spent seven years as a professor at the USF School of Mass Communications. She taught at the top level relationship courses and design courses at the entry level to journalism, advertising and PR majors. Majors.

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