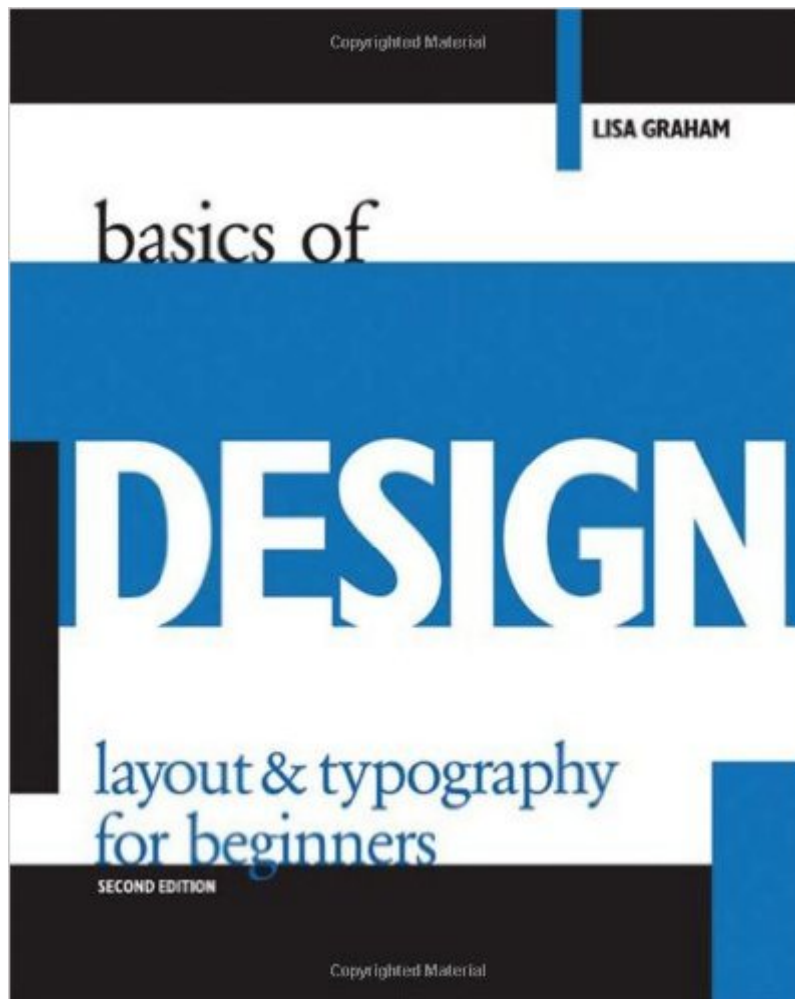# Basics Of Design: Layout & Typography For Beginners (Design Concepts)

Synopsis

This classic introduction to high-impact page design is now fully updated for a new generation of designers. Basics of Design: Layout and Typography for Beginners demystifies the design process with straightforward and complete explanations of the fundamental principles that create first-rate visual design. Readers learn essential design terminology and develop their knowledge and skills through visual examples and hands-on activities that reinforce page layout and typography concepts. Side-by-side critiques of before-and-after page layouts help readers understand how to apply design principles to their own efforts and point the way to excellence in design.

Book Information

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Customer Reviews

I am a complete dunce at design (or at least I was). Whatever the optical equivalent to a "tin ear" is, I have it. In this book Ms. Graham gives step-by-step simple and yet logical and practical instruction on how to make one's designs both attractive and effective. Her writing style often made me feel as if I were being given advice by a "friend in the design business." I began using the principles that she teaches in my web pages and flyer designs before I was even half-way through the book. The improvements that I saw in my abilities were amazing.This book has (the basics of) everything: typography, contrast, color, flow, emphasis, etc. Most of the books I had examined prior to finding this little gem were nothing more than over-sized "picture books" with writing in the margins, I couldn't bring myself to spend the money on so little information (but they sure were pretty). This

book, on the other hand, is mostly text with small, well-selected illustrations, and at the end of every chapter the author gives several "case-studies" of the current topic and walks the reader through each one.I cannot imagine a better book for someone new to design.

Having wasted much time looking through a number of other books supposedly covering the same subject, this book is a welcome relief.This book covers in adequate detail the essentials and the basic principles of design, including emphasis, contrast, balance, alignment, repetition, flow, the use of images, color, typography, etc. It gives enough explanation with examples for one to get a good grounding on the subject, without getting too technical, keeping the book highly readable. A part of the book also focuses on specific design situations, including logos, flyers, newsletters, resumes, etc.Perfect for anyone with no formal training in design, but would like to improve his/her understanding of design.

A friend of mine recommended this book as a solid introduction to graphic design. The author, Lisa Graham, covers the principles of design effectively and even throws in some unexpectedly funny explanations that really make the point. For example, the beginning of the Balance chapter is hilarious and made me realize that a page really can make a person feel weird, if it isn't designed using the design principles. Once I read that balance chapter, I realized that many of her illustrations also were surprisingly humerous, and reveals what must be a delightful sense of humor.If you buy this book, keep in mind that the humor is used to support the points Graham makes, and is not the sole focus of the book. This is after all a design book and makes some serious and informative points.Perhaps what is most effective about this book is the thorough explanations she gives on why a design works and why it doesn't work. This is a refreshing change from many other introductory design books that I looked at where the primary focus of the text seemed to be to show off pretty pictures. Pretty pictures are nice, but WHY do the designs work? WHY don't they work. Basics of Design tells you why, and in such a wonderfully understandable way that you remember, and easily apply what Graham teaches.Good job Lisa. When are you going to write more books on graphic design? I'll be sure to keep an eye out for more of your work!

There is not much mistaking the purpose of this book judging from the title. It is for beginners, and it delivers admirably. Graham takes the reader step by step and in a very systematic way through the basic tenets of graphic design. Each chapter deals with a specific aspect of design and how the reader can use it to communicate more effectively. Graham gives plenty of examples of what to do

as well as what not to do and the text is well illustrated, though it could have used more examples in color. That is a small criticism though and one that does not really detract from the book in any way. The beginning designer will come away from this book with a firm foundation in design and with skills that they will utilize for the rest of their career. If you are looking to learn about graphic design then this book is the perfect starting point.

This book makes it easy to understand typography and layout. The author gives the reader a good grounding in typography and the basic principles of design, making it easy to improve your own designs and pages. Her explanations makes it a lot easier to pick the right type to go with the image and the topic. My designs have improved after reading this book.

This book takes you through the basics of the page design process, focusing in each chapter on one of a number of themes such as contrast, repetition and alignment (and several others). I'm not an expert but have designed pages off and on for some years and this book was a breath of fresh and inspirational air. It is clear, useful, has loads of examples and, above all, it had an instant impact on my page designs from CV to web page to software interface to data sheet. Highly recommended. As comparison, I bought another book at the same time on typography, didn't learn a thing about design, and set it aside having suffered pages of historical theory.

Basics of Design: Layout & Typography for Beginners (Design Concepts) Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students (Improve Handwriting, Penmanship, Handwriting Analysis, Typography) The SketchUp Workflow for Architecture: Modeling Buildings, Visualizing Design, and Creating Construction Documents with SketchUp Pro and LayOut Making and Breaking the Grid: A Graphic Design Layout Workshop Layout Workbook: A Real-World Guide to Building Pages in Graphic Design Lettering: Beginners Guide to Lettering and Calligraphy Fonts for DIY Crafts and Art (Typography, Hand Writing, Paper Crafts, Thank You Notes, DIY wedding, Drawing, Hand Lettering Book 1) Room and Furniture Layout Kit Layout & Background (Walt Disney Animation Archives) Measuring, Marking & Layout: A Builder's Guide (For Pros by Pros) Tiling: Planning, Layout & Installation (For Pros By Pros) Mastering Layout: On the Art of Eye Appeal Layout and Composition for Animation Learn To Draw A Graffiti Master-Piece: Your Essential Guide To Tags, Bubble Letters, Wildstyle, Layout And Piecing Drawing: For Beginners! - The Ultimate Crash Course to Learning the Basics of How to Draw In No Time (With Pictures!) (Drawing, Drawing for Beginners, How to Draw,

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