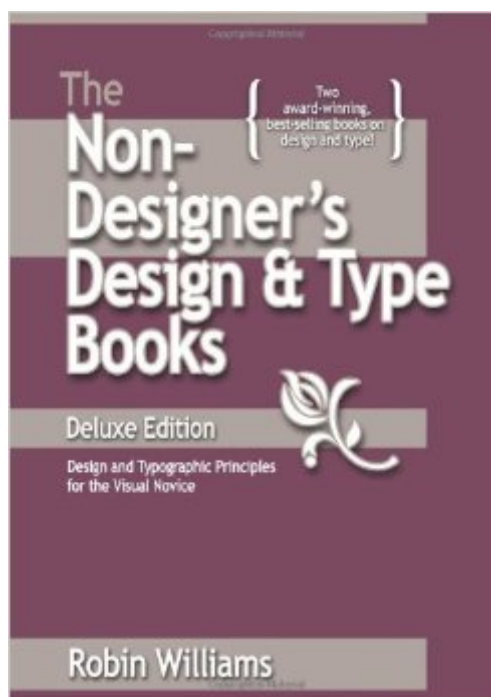


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# The Non-Designer's Design And Type Books, Deluxe Edition



## Synopsis

Design and typographic insights from the author of *The Non-Designer's*™ book series (over 700,000 copies in print!) This book offers decades of experience from one of the greatest computer book authors. Here in one volume, Robin Williams has joined together a new edition of her classic *The Non-Designer's*™ *Design Book* "in glorious full color for the first time" and her best-selling *The Non-Designer's*™ *Type Book*. Robin uses her straightforward and lighthearted style to define the principles that govern good design and type as well as the logic behind those principles. Using numerous examples, you'll learn what looks best and why on your way to designing beautiful and effective projects. Whether you are a Mac user or a Windows user, a type novice or an experienced graphic designer, you will find inspiration and direction for the design quandaries and conundrums you are sure to encounter! These essential guides to design and type will teach you about:

- The four principles of design that underlie every design project
- Categories of type
- Working with color
- How to combine typefaces for maximum effect
- Readability and legibility
- The proper typographic treatment of punctuation
- Letter spacing, line spacing, and paragraph spacing
- Special characters and accent marks

## Book Information

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## Customer Reviews

This volume is two books bound as one: a new (2008) third edition of *The Non-Designer's Design Book* and the 2006 second edition of *The Non-Designer's Type Book, 2nd Edition*. These are excellent books for non-designers or in fact for anyone who has to deal with desktop publishing. They teach you how to get control over the design process by verbalizing what you are trying to

accomplish, and learning to trust your eyes. Also: by not being a wimp. The Design Book is specifically about page layout (not graphic design in general), and mostly about laying out bodies of type. The most interesting thing about this book is that it (gently) rejects the idea that design is strictly a knack or an intuitive process, and emphasizes verbalizing what you are trying to accomplish. "Once you can name the problem, you can find the solution." (p. 10) "You must know what the rule is before you can break it." (p. 49) The book enunciates several principles of good design. Through many examples of bad design and better design the book shows you how to check whether the principles are being violated and how to correct the violations. There's a very clear chapter on the categories of type (Oldstyle, Modern, etc.): how to recognize them and when to use them. Very Good Feature: each page names the typefaces used in the examples. The only real weakness of the Design Book is the chapter on using color. It was clear enough but did not seem integrated into the rest of the book.

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