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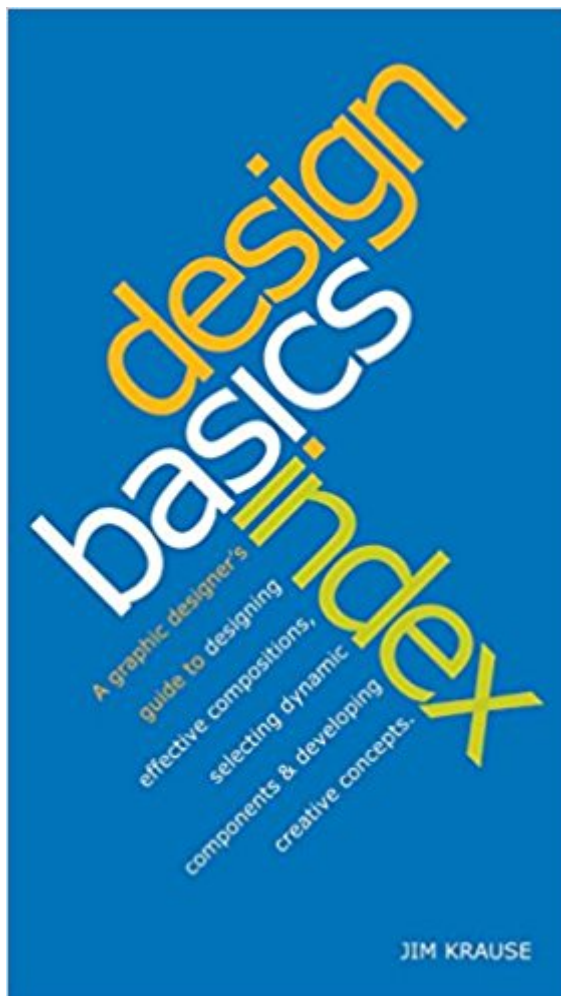
Design Basics Index

Synopsis

Master the 3 C's of Head-Turning Design!Cover your basics with the book that covers everything from typography and color to layout and business issues! Jim Krause, author of the popular Index series, guides you through the understanding and practice of the three elements every successful visual design must have:Components: Learn how to get the most out of the photos, illustrations, icons, typography, linework, decoration, borders and backgrounds you use within your design.Composition: Practice combining the components of a design in a visually appealing way by using the principles of placement, grouping, alignment, flow and spacing to create a pleasing, cohesive design.Concept: Utilize the intangible elements of theme, connotation and style to present and deliver your message in a way that will wow your clients every time.Whether you're a new, mid-level or experienced designer who is brainstorming ideas or finalizing your presentation, this handy-to-use, take-it-with-you book will instruct and inspire you to new heights of creativity.

Book Information

Series: Index

Flexibound: 360 pages

Publisher: HOW Books; 1 edition (December 3, 2004)

Language: English

ISBN-10: 1581805012

ISBN-13: 978-1581805017

Product Dimensions: 4.5 x 1 x 8 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars   88 customer reviews

Best Sellers Rank: #27,440 in Books (See Top 100 in Books)   #6 inÃ Â Books > Arts & Photography > Painting > Watercolor   #17 inÃ Â Books > Reference > Encyclopedias & Subject Guides > Art   #87 inÃ Â Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

Jim Krause has worked as a designer in the Pacific Northwest since the 1980s. He has produced award-winning work for clients large and small, including Microsoft, McDonald's, Washington Apples, Bell Helicopter, Paccar/Kenworth, Northern Trust and Seattle Public Schools. He lives in Bellingham, Washington.

This is a solid primer. In fact so solid that upon showing it to my design professor/good friend, he

decided to place it in his curriculum.However, it's not without flaws:firstly, a lot of the designs shown as examples are a bit dated and often dont show of the concepts as well as one would hope.There are a few widows, orphans and other typographical faux-pas, not really the best thing for a book about design and layout.The size is hit or miss, I personally love it but my professor thinks it awkward.Keep that in mind and the fact that some of the terms he uses may be different than your training and I think it's solid.Got me going in design and now I'm a beast. HahahaNo seriously, great for beginners.

I don't normally like to "buy" into books, but this one caught my eye at the book store.At the time, I happened to be a graphics design student in college, and I honestly didn't know what I was doing. Bad grades, whole nine yards. I can't call it an over-night success, but this kind of made my lightbulb go off about why some designs work and some don't. Namely, I loved going between the "do's" and "don'ts" - that is, I saw how my work didn't work, and saw how to make all of the parts of my work become a whole.I'm not a graphics design student anymore, but this is still one of the books I love to pick up when I'm looking for inspiration. I love the vivid colors and the practice designs in the book, and I like going back to the basic concepts of design and applying them to whatever I happen to be working on.My only issue with this book is the binding. I actually had a really hard time reading anything other than the beginning or end of the book because I always had this fear that the binding was going to break because it's really, really stiff. I love the way the cover feels, but that also seems like it bends too easily.In short: It's a fun book to glance at for inspiration with a relatively nice variety of styling just within its own pages to drive its content home. However, I will remark that it's definitely more aimed at people with very little design experience.

My review title isn't a slight on the book as I do not mean it's excellent only for beginners. Since I'm a beginner (never took an art or design class since high school), I can only judge how good it is for beginners . The bottom line for me is, my graphic designs have definitely showed more creativity, more flow and overall shows more thought and planning. My previous "designing" used to involve just moving objects around and see if I like it - more hit or miss than anything else. I would still consider myself a beginner, but this book has definitely improved my design abilities - and I'm only 2/3 of the way through the book!What I like about the book is the language is easy to understand and the author doesn't get caught up in technical terms. Having said that, he doesn't speak in just generalities. There are definitely specific things he writes about like the Golden Section and specific effects that someone like me can immediately use. On the other hand, this is also not a step-by-step

book and I like that he encourages experimentation but it's very guided and structured. This brings me to another thing I like about the book: Exercises. In many sections, he gives exercises you can do on your own so you can see for yourself what he is talking about - he's guiding you to teach yourself. It's almost a self-guided art class and I've found the exercises to be really useful and creativity-inducing.I can see myself referring back to this book often.

This guide walks you through the basics and uses examples every step of the way. Most books like to use concepts or discuss the actual methods of design where as this book actually gives you the information you need to go beyond concepts and well into the world of graphic design. This book is invaluable in terms of resourcefulness and useability on a day to day basis to anyone who has an interest / hand in graphic design. I also recommend the designers complete index, same author / publisher, as it is equally indispensable.

I bought this book for my UTDallas ATEC Design I class. Very pretty book, wonderful illustrations, great reference materials for beginners. I like how Krause sometimes used the book itself as an example (the margin borders are always divided up like the golden ratio, for instance)

I had been looking this book over at my local bookstore for a couple of weeks, and I was impressed enough to look it up on , where I found it for a much better price. After receiving the book and reading it from cover to cover, I was REALLY impressed. Jim Krause is a great teacher and this book is filled with detailed and simple instructions on how to make your design work shine. I have been in the graphic design industry for many many years now, but I still learned a lot from this book. The book is very well organized, and written in a way that makes it easy to remember the concepts that Krause conveys. I wish all authors of creative subjects were as effective as Jim Krause is at explaining things! If you are an experienced designer or a beginner, this book is worth every penny you might pay for it. I highly reccomend Design Basics Index!!

After 15 years of running my own graphic design business, I don't refer to books too often but this one is a great tool for those days that you are just stuck.It is filled with a huge variety of concepts for playing with type, composition, photos, color, and basic layout. It is easy enough to look at one section or all of them.I am also an adviser to our local Career and Technology Center for high school students learning trades. This was my recommended book as a tool for the Commercial Art program. It not only has a ton of basic information but has many lessons and hands on activities to

apply techniques. It would be a terrific learning tool for anyone just starting out.I'm already a fan of the "index" books. This is the top of the list.

Index Vol. 2 (Index (Index Magazine)) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Design Basics Index Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) Research and Design for Fashion (Basics Fashion Design) Basics of Design: Layout & Typography for Beginners (Design Concepts) Fundamentals of Theatrical Design: A Guide to the Basics of Scenic, Costume, and Lighting Design WP205 - Bastien Piano Basics - Theory - Primer Level (Primer Level/Bastien Piano Basics Wp205) WP210 - Bastien Piano Basics - Performance - Primer Level (Primer Level/Bastien Piano Basics Wp210) A Workbook for New Testament Syntax: Companion to Basics of New Testament Syntax and Greek Grammar Beyond the Basics How To Play Checkers - The Rules And Basics Of The Checkers Game! Learn The Checkers Rules And The Checkers Basics Plane Basics (Basics Series) Router Basics (Basics Series) Scroll Saw Basics (Basics Series) Radial Arm Saw Basics (Basics Series) Table Saw Basics (Basics Series) The Complete Beginners Guide to Raising Small Animals: Everything You Need to Know About Raising Cows, Sheep, Chickens, Ducks, Rabbits, and More (Back-To-Basics) (Back to Basics Farming) Back to Basics: A Complete Guide to Traditional Skills (Back to Basics Guides) Common Core Basics, Science Core Subject Module (BASICS & ACHIEVE) Beyond the Basics: Gourd Art (Beyond the Basics (Sterling Publishing))