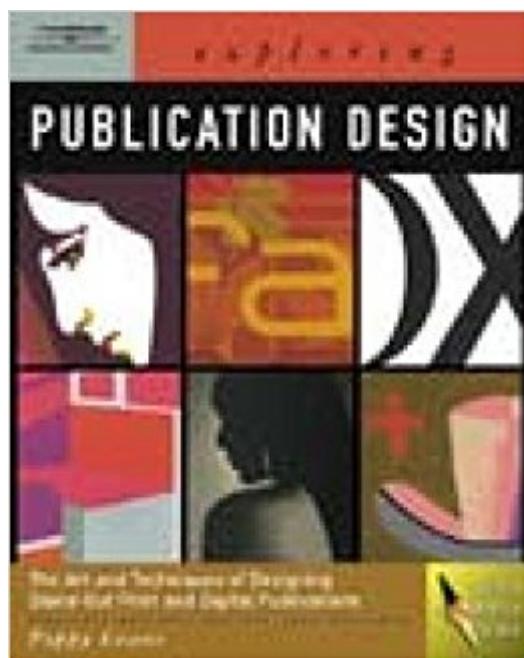


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# Exploring Publication Design (Graphic Design/Interactive Media)



## **Synopsis**

Even in a digital age dominated by the Web and DVD's, print media remains a primary means of communication in our culture. Exploring Publication Design tackles the unique challenges encountered in designing books, magazines, newspapers, promotional literature, and the various other types of print publications. Highly regarded author and design educator Poppy Evans identifies the design and communication issues specific to publications and then examines the ways in which design principles and techniques can be applied to solve these design challenges. The book's wide-ranging coverage includes the most effective ways of organizing content and using type and color, sources of visual images, the ins and outs of page layout, professional opportunities in publication design, and much more.

## **Book Information**

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## **Customer Reviews**

I. Publication Design Within an Historical Context II. The Principles and Elements of Publication Design III. Using Color Effectively IV. Using Type Effectively V. Imagery VI. Page Layout VII. The Publication in Third Dimension VIII. Applying Principles and Elements to Different Types of Publications IX. Professional Opportunities in Publication Design

Poppy Evans is an award-winning writer and graphic designer who teaches and lectures on art and design. Most recently, she served as Assistant Professor at the Art Academy of Cincinnati where

she taught for 16 years. Now retired, she continues to teach art and design at local colleges and universities. Her background includes serving as managing editor for HOW magazine and as board member for HOW magazine's Editorial Advisory Board. She is also a former board member for Cincinnati AIGA. In addition to co-authoring the Exploring the Elements of Design, she is the author of Exploring Publication Design, 12 other book titles for graphic designers, and hundreds of magazine articles. Prior to teaching and writing for the design industry, she worked for many years as a graphic designer and magazine art director.

Great book.

The book is in terrible conditions

I really like this book. The information is easily accessible and the type is laid out well. I had a easy time doing publication design with this as my class book. I think that because the information is organized in such a simple way that I will be able to look anything I want up without too much trouble. I would really recommend this book for the great information on publication design. It is very useful as a research and reference tool.

This was a book I needed for a class, but is has been a great addition to the graphic design library. The main reason I gave it a 4 outta 5 is that I prefer the Making and Breaking the Grid book. This one, though, it has a lot of good ideas, but there is a lot of fundamentals located at the first 6 chapters of this book.

Got this book for class and it's definitely useful. So glad I didn't skip out on buying it. AND most glad I didn't have to pay bookstore prices/

I had the option of purchasing this "used" book or paying \$15.00 more for a new book. I opted for this one and when I received it I was pleasantly surprised that it was as good as new.

I am a beginner in the realm of publications design and I was looking for a good introduction to the field. This book offers just that. It serves as a great guide for things that you will need to study in more depth if you want to function in this realm of design. The writing is very reader-friendly. It is not too wordy or "text bookish". Here is a break down of the chapters you will find in this book:1.)

Publication Design Within an Historical Context - Exactly what it says: The history and development of graphic design as a discipline.2.) The Principles and Elements of Publication Design - Basic design principles as applied specifically to publications.3.) Using Color Effectively - Color is a lot more complex than one might think, and managing its use is an important part of visual communication.4.) Understanding Type - Typography (big shocker).5.) Page Layout - One of the most valuable chapter (IMO). Discusses grid systems and properly organizing pages.6.) Imagery - Different types of imagery, possibly sources, using it effectively etc.7.) Publication in the Third Dimension - Another of my favorite chapters. Introduces you to printing concerns such as paper weights and binding techniques.8.) Design Principles at Work - Case studies of specific publication types (magazines, newspapers, newsletters, catalogs etc.).9.) Professional Opportunities in Publications Design - Awesome chapter detailing the different areas one can find work in (yes, there are quite a lot).Overall this is a great introduction. However potential buyers should note this. These subjects definitely require further reading and study, but this book is a great starting point. My only real complaint with this book is in regards to another book in the Design Exploration series that Poppy Evans co-authored: "Exploring the Elements of Design". This book can be a bit repetitive if you already own EoD. Some chapters may as well have been copy and pasted between the two books. That's how similar they are (ESPECIALLY the imagery chapter). Quite a few of the diagrams are copied directly from "Elements" which did annoy me quite a bit. Despite this, the chapters not appearing in "Elements" make this book more than worth the money as far as I'm concerned. One other complaint is proof-reading. This book could have used a better dose of it. There are not that many mistakes, and I may just be nitpicking, but there were a few points where I said to myself "How did they not catch that?" For instance, in a diagram discussing gridlines, the caption references the gridlines that are supposed to be "indicated in red". Ok, this is good, except for the fact that the grid lines are actually blue. This is such a small mistake, I know, but I would think that the publishers would be more concerned about spotting inconsistencies like this. Overall though, this is a great buy. I really enjoyed it. If you are still not sure about the purchase, you can always visit [...] I went to the website out of curiosity and discovered that they have a few sample chapters posted online in PDF format for most of their books. A big help!

a really good, general design book that's easy to understand and makes perfect sense. gives great ideas and explains how to accomplish good designs.

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