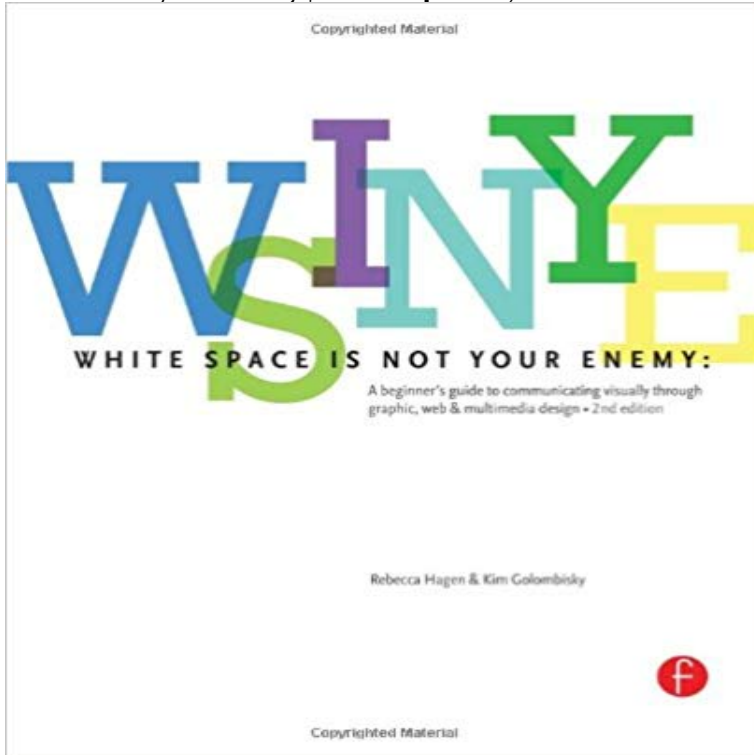


White Space is Not Your Enemy: A Beginners Guide to Communicating Visually through Graphic, Web & Multimedia Design



Designing a website or brochure without an art background? Then step away from the computer and read this engaging, conversational introduction to visual communications first. Written for the beginner, *White Space is Not Your Enemy, Second Edition*, is a practical graphic design and layout guide that introduces the concepts and practices necessary for producing effective visual communication across a variety of formats--from web to print. This beautifully illustrated, full-color book covers all of the basics to help you develop your eye and produce evocative designs that work. Topics include: What is design? Pre-design research and brainstorming. The works-every-time layout and 13 layout sins. The elements and principles of design. Layouts for impact. Getting along with type. Choosing and using color. Working with photos and illustrations. Intros to infographics, storyboarding and multimedia components. Output for the web and print. Visit www.whitespacedesignbook.com for additional supporting materials.

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