

| | |
|-------------------------|--|
| 1. Record Nr. | UNINA9910159425503321 |
| Autore | White Jan V. <1928-> |
| Titolo | Graphic idea notebook : a treasury of solutions to visual problems // Jan V. White |
| Pubbl/distr/stampa | New York : , : Allworth Press, , 2004 ©2004 |
| ISBN | 1-58115-531-X 1-62153-588-6 |
| Edizione | [Third edition.] |
| Descrizione fisica | 1 online resource (287 pages) : illustrations |
| Disciplina | 686.2/24 |
| Soggetti | Graphic design (Typography) Layout (Printing) |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di contenuto | Intro -- Title Page -- Copyright -- Dedication -- Introduction -- Ideas in cliches -- Ideas in mime -- Ideas in time -- Ideas in fact -- Ideas in type. |
| Sommario/riassunto | This updated edition of the much-heralded classic of page design offers surefire ideas and inspiration to anyone stuck with the task of designing cutting-edge printed material. This book is a collection of more than 2,000 visual "idea generators"-illustrations and line art-that visualize the various abstract problems that page editors encounter. * Previous editions of this book (0-8230-2149-1 and 0-9356-0364-6) have sold more than 57,000 copies * "Jan White's are the very best working and how-to and why-to volumes available on the use of graphics in books and publications."--Publishers Weekly Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often |

publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.
