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   Titolo   White space is not your enemy : a beginner's guide to communicating visually through graphic, web and multimedia design / / Rebecca Hagen, Kim Golombisky

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   Edizione   [Third edition.]

   Descrizione fisica 1 online resource (313 pages) : illustrations (some color)

   Collana   A Focal Press Book

   Disciplina   740

   Soggetti   Graphic arts
                       Visual communication
                       Commercial art

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Note generali   "A Focal Press book."
                       Includes index.

   Nota di bibliografia   Includes bibliographical references at the end of each chapters and index.

   Nota di contenuto   What is design? Making visuals & type play nice in space – Step away from the computer for research & brainstorming – I need to design this today the works-every-time layout – Layout sins 13 amateur errors – Mini art school the elements, principles & theories of design – Layout where to put visuals & type for impact – Type what you don't know can hurt you – Color basics choosing & using color – Adding visual appeal working with photos & illustrations – Infographics maximum information in minimum space – Storyboarding planning visual storytelling – Design for social media…but not really working with multimedia assets – Designing for the web starring on the small screen – Fit to print an overview of papers & printing – Conclusion now that you know enough to be dangerous, thanks for stopping by.

   Sommario/riassunto "White Space Is Not Your Enemy is a practical graphic design and layout guide that introduces concepts and practices necessary for producing effective visual communication across a variety of formats—from web to print. Sections on Gestalt theory, color theory, and WET layout are

expanded to offer more in-depth content on those topics. This new edition features new covering current trends in web design—Mobile-first, UI/UX design, and web typography—and how they affect a designer's approach to a project. The entire book will receive an update using new examples and images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and advertising designs." -- Publisher's description.