The Essential Principles Of Graphic Design

By Debbie Millman

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· Before and after comparisons show what works and how to correct design flaws, file formats and document set-ups

· Tutorials show typical design applications

· Includes checklists and best practice panels

Guaranteed to give creatives a thorough grounding in designing and producing their own work, this one-stop resource book for students of graphic design is structured around five progressive sections--principles, elements, process, applications, and employment.

From the basic principles of good design and the specific building blocks of graphic design to research methods and best practice in project management, readers will learn about the wide ranging areas of design, and find out about options for employment that are out there. The book includes chapters on illustrations and photographs, including advice about sourcing images and the vital issues of usage and copyright.

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Editorial Review

About the Author

Debbie Millman is Managing Partner and President of the Design division at Sterling Brands, one of the leading brand identity firms in the USA, and has worked with such global names as Gillette, MTV, and Pepsi. Debbie is a board member of the National AIGA, a mentor at the High School of Art & Design, and a teacher at the School of Visual Arts in New York. She is also a contributor to the design blog *Speak Up*, a contributor to *Print Magazine*, and hosts a weekly Internet talk show on design called Design Matters on the Voice America Business network.

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