

The book was found

Before And After Page Design



Synopsis

Before and After magazine's focus on clarity and simplicity and its insistence on approaching design not as mere decoration but as an essential form of communication have won it legions of fans. If you're among them, you'll welcome the first book from B and A's founder and publisher. John McWade walks his own talk, bringing you a beautifully clear, cohesive, and elegant primer on page design. You'll learn by example how to design single-page and multi-page publications, brochures, and advertisements, applying the principles design professionals live by. You'll also learn how to choose the right font for your project, why one typeface works better than another, and lots more. Best of all, you'll discover how to think visually--transforming the images in your head into documents that communicate effectively on the page.

Book Information

File Size: 22178 KB

Print Length: 208 pages

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: Peachpit Press; 1 edition (December 10, 2003)

Publication Date: December 10, 2003

Sold by: Digital Services LLC

Language: English

ASIN: B004XIBL2G

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #613,606 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #166

in Books > Computers & Technology > Graphics & Design > Electronic Documents #368

in Kindle Store > Kindle eBooks > Computers & Technology > Web Graphics #759 in Kindle

Store > Kindle eBooks > Computers & Technology > Graphic Design

Customer Reviews

So many redesign books say "this is before" and "this is after." But this one has starts with how to design it and then shows a before and after to demonstrate. I like the callouts on why the each part of the layout was done and why it works so that it can be duplicated on my own. The designs also

say when that layout should be used. For example, the digest-size newsletter says it's "great for short runs and small budgets" though the author says an example of this layout is Reader's Digest. I don't think of that magazine as having a short run or small budget. But yes, it is smaller. Some of the vocabulary is unknown to this new designer. For example, on a newsletter each area is explained but what is a kicker? What is a deckhead? He even says that the kicker box touches the edge, but doesn't say what it is. From the context of the layout, I guess it's the name of the magazine, but the kicker has a byline. So maybe not. There is a lot of great information on the different types of layout, but I'll jump forward to photo layouts since that's one of the things I am working on now. The before and after are dramatically different. And instead of just showing you the after, he shows how the layout came to be step-by-step. The progress photos are a great complement to the simplistic illustrations which I think are called wireframes. There are also tips a non-designer might not notice like overlaps add depth and a reminder to check for trapped space. I like all the random tips scattered throughout the book that aren't necessarily design, but a good designer probably would probably know. For example, in the advertising section the author has a tip on taking a color photo.

[Download to continue reading...](#)

Before and After Page Design How to Create and Manage a Facebook Page: Creating and Managing a Facebook Page Bettie Page: The Lingerie Edition: Classic Photographs in Full Color and Black & White (Classic Bettie Page Book 1) The Amazing Page: 650 Scrapbook Page Ideas, Tips and Techniques (Memory Makers) Every Page is Page One Tangled Up In Tuesday: (Book 4 in the Page Turners Cozy Mystery Humorous Womens Fiction Romance Series) (A Page Turners Novel) First Grade Page Per Day: Math Skills (Sylvan Page Per Day Series, Math) After Effects for Flash / Flash for After Effects: Dynamic Animation and Video with Adobe After Effects CS4 and Adobe Flash CS4 Professional DYING TO REALLY LIVE: Finally, an After Death Survivor returns from deeply into life after death (NDEs - Life After Death? Series Book 1) Testifying Before Congress: A Practical Guide to Preparing and Delivering Testimony Before Congress and Congressional Hearings for Agencies, Assoc SPA Design and Architecture: Understanding Single Page Web Applications The Night Before the Night Before Christmas Sixto Diaz Rodriguez's Philosophy: Rodriguez's eBook Guide to Happiness (How to Live Before Dying, How to Live Before You Die; Leadership for our Times) 1,000 Recordings to Hear Before You Die (1,000... Before You Die Books) Feng Shui: Wellness and Peace- Interior Design, Home Decorating and Home Design (peace, home design, feng shui, home, design, home decor, prosperity) Pregnant, Fit and Fabulous: Your Complete Guide to Exercise Before, During and After Pregnancy Essential Exercises for the

Childbearing Year: A Guide to Health and Comfort Before and After Your Baby Is Born
Cook for Your Life: Delicious, Nourishing Recipes for Before, During, and After Cancer Treatment
The Pregnant Athlete: How to Stay in Your Best Shape Ever--Before, During, and After Pregnancy
DIVORCE: Think Financially, Not Emotionally® Volume I: What Women Need To Know About
Securing Their Financial Future Before, During, And After Divorce

[Dmca](#)