Visual Design Jim Krause

Don't Wait for Inspiration to Strike Whether you're facing a new logo project or you've reached a block in your current work, The Logo Brainstorm Book will inspire you to consider fresh creative approaches that will spark appealing, functional and enduring design solutions. Award-winning designer Jim Krause (author of the popular Index series) offers a smart, systemic exploration of different kinds of logos and logo elements, including: Symbols Monograms Typographic Logos Type and Symbol Combinations Emblems Color Palettes Through a combination of original, visual idea-starters and boundary-pushing exercises, The Logo Brainstorm Book will help you develop raw logo concepts into presentation-ready material.

How creative can you be? You don't turn off the creative juices when you punch out for the day. That's because, for you, creativity is more than just a job - it's a passion. Even so, everyone needs a boost now and then. Creative Sparks shows you how to ignite your design ingenuity 24/7. Jim Krause provides the friction with 150+ mind-bending concepts, images and exercises that will help you: Maximize your professional success Find new sources of inspiration and encouragement Make your time at work more productive Uncover the secrets of creative fulfillment Bottom line: Creative Sparks will have an explosive impact on your designs - and your life.

A guide to strategic communication for stronger brands! Powerful brands succeed because of the quality of the long-term relationships they establish with customers and stakeholders. At their foundation, these relationships are built upon consistent and meaningful strategic communications. These communications are developed around a framework that defines business goals, considers the audience's needs, surveys the competitive environment, identifies a unique value proposition and establishes a metric for success. Strategic communications are also integrated, bringing together marketing, public relations and internal communications. They are accountable through measurement, and they are accountable to their stakeholders, the various publics and their customers. In this book, author David Holston takes the daunting task of smart communication and makes it manageable in just four steps. Holston has worked in the areas of marketing, advertising, communication planning, design management and public affairs for leading organizations for the past 25 years. He is also a national speaker and the author of two additional books, The Strategic Designer: Tools and Techniques for Managing the Design Process and Design for Online Engagement: SEO, Content and Design Optimization for Editors and Designers. This indispensable guide provides you with a process for developing visual strategic communications that are sure to help your brands succeed.

Idea Index kick-started a revolution in graphic design books, unique in size, feel—and most important—wealth of ideas. Layout Index is the next step, a compendium of layout idea-generators that will help designers explore multiple possibilities for visual treatments each time they turn the page. The visual and textual suggestions are divided into eight major areas, including newsletters, flyers, posters, brochures, advertising, stationery, page layout, and Web pages.

Describes the advantages and disadvantages of self-publishing, and provides advice on subject selection, research, book design and manufacture, advertising, marketing, publicity, promotion, and distribution.

Master the fundamental concepts and techniques of motion media design so you can apply--and occasionally break--the rules to achieve your communication goals. This authoritative guide presents all of the design essentials in an engaging and inspiring way. Each principle is explained with text, illustration and photography where necessary. An accompanying website will contain any necessary digital files for download, updates and links to other resources.

De bestseller No Logo is uitgegroeid tot de bijbel van antiglobalisten en auteur Naomi Klein wordt gezien als het intellectuele boegbeeld van de beweging die zich verzet tegen de dominantie van het neoliberalisme. Terwijl we worden geconfronteerd met een volgende economische crisis, blijft haar analyse van onze kapitalistische bedrijfs- en merkenwereld accuraat en krachtig. No Logo is een met talloze feiten onderbouwde kritiek op neoliberalisme, globalisering, massacultuur en uitbuiting. Maar het is óók een hartstochtelijk verhaal over mensen die zich inzetten voor democratie aan de basis, voor kleinschaligheid, cultuur en milieu, kortom, voor een samenleving waarin de mens centraal staat.

Visual Design speaks design, through design, to designers, presenting 95 core design principles with concise text and a touch of visual wit. Author of the bestselling Index series on design basics, Jim Krause uses a combination of Helvetica and Dingbats to teach a wide range of design topics (both conceptually and compositionally related) in a one-topic-per-spread format. Using humor, practical tips, and inspiring visual examples, Krause makes it clear how each of the 95 axioms of effective design are relevant and applicable across all forms of visuals: print, Web, and fine arts. In this book, you'll learn how to: • Direct the eye through your designs using size relationships, color, visual pathways, and typographic hints • Design effective compositions through grids, frames, outlines, dynamic spacing, symmetry, asymmetry, shading, patterns, and textures • Fool the eye with shadows, depth, op-art, and visual subtraction • Understand how color works and how to use it effectively • See and use type by understanding type rules as well as when and how to break them Visual Design is the first title in the brand new New Riders Creative Core series, which aims to provide instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals.

Handleiding voor het verbeteren van de gebruiksvriendelijkheid van een website.

In deze laatste, briljante thriller van de grootmeester van het genre stelt John Le Carré de vraag wat je je land nog verschuldigd bent als het geheel van je is vervreemd. Silverview is de laatste, intrigerende thriller van de hand van grootmeester John le Carré. Het boek verschijnt postuum in de week dat Carré negentig zou zijn geworden. Julian Lawndsley heeft zijn goedbetaalde baan in de City van Londen de rug toegekeerd en is een boekhandel begonnen in een stadje aan de Engelse kust. Een paar maanden na de opening krijgt hij 's avonds bezoek van Edward, een Poolse immigrant die in 'Silverview' woont, een groot huis aan de rand van het stadje. Edward blijkt heel wat te weten over Julians achtergrond en heeft zelfs zijn vader nog gekend, beweert hij. Hij vraagt Julian de oren van het hoofd en komt al snel met grote toekomstplannen voor de bescheiden boekhandel. Als een kopstuk van de Geheime Dienst in Londen een brief over een gevaarlijk lek ontvangt, is het gedaan met de rust in Julians toevluchtsoord. Silverview is het fascinerende verhaal over een onwaarschijnlijke vriendschap en de confrontatie tussen onschuld en levenservaring,

en tussen burgerplicht en persoonlijke waarden. 'Le Carré heeft het vermogen op meer fronten tegelijk te opereren: de uitwerking van de super ingenieuze plot, van zijn zeer levensechte dialogen en van het karakter van zijn personages.' Volkskrant magazine Understand the work of a modern UX professional and why UX is necessary for your business. Collated through years of online talks and work experience, this short collection of paraphrased discussions reveals the underlying psychology and philosophy of user experience decision making. Go beyond the rules to understand why the rules are there. Designed for anyone in business whose work is touching on UX – from developers to hiring managers - the topics in this book supersede the current thinking established in the IT world and touches on topics not often considered in UX education or in the workplace. Each discussion provides a launchpad for your own thinking and understanding. Written by an author with over 20 years' experience in the field of UX, this book will show you how UX is not just about users, it's about user welfare. What You'll Learn: Understand the psychology and philosophy of UX and why it is important Examine the underlying reasons behind many concepts, methods and tools Ensure the entire business offers a better experience to their users. Who this Book Is For Anyone who wants to make a career of UX design and/or architecture, including management.

How do designers get ideas? Many spend their time searching for clever combinations of forms, fonts, and colors inside the design annuals and monographs of other designers' work. For those looking to challenge the cut-and-paste mentality there are few resources that are both informative and inspirational. In Graphic Design: The New Basics, Ellen Lupton, best-selling author of such books as Thinking with Type and Design It Yourself, and design educator Jennifer Cole Phillips refocus design instruction on the study of the fundamentals of form in a critical, rigorous way informed by contemporary media, theory, and software systems

Type Idea Index is a tool - an idea-generating, horizon-expanding, knowledge-broadening power-tool that can be used to boost the creative output of designers, illustrators and anyone else who uses type. The basic principle behind Type Idea Index is simple: ideas breed ideas. If you are looking for new ways of employing type in your works of art and design (or new twists to apply to your current typographic techniques), check out Type Idea Index. You'll find yourself face-to-face with 650+ custom-created, idea-sparking examples of typography and type-intensive design. For maximum user-friendliness, these samples are organized according to the theme they express (Energy, Elegance, Order, Rebellion) and the sort of real-world application they relate to (initials, monograms, logos, headlines, paragraphs). Expand your knowledge of type and brainstorm for ideas every time you design with letters and words. Type Idea Index is the sixth installment in the best-selling, globally popular Index series by Jim Krause. Rethink, revitalize and reinvent the way you shoot portraits. Photo Idea Index: People is a photography book unlike any other. Rather than focusing on the "how to" aspects of digital photography, author Jim Krause focuses on the "what if" aspects. You'll learn how to use your camera to photograph people around you from different perspectives and how to capture personal, beautiful digital images. You'll learn how subtle variations in setting, lighting, props and digital manipulation can change the look of an image dramatically. Krause shares his shooting techniques—both on-site and post-shooting digital treatments—so you can train your eyes to look for situations that will allow you to

capture unique shots and create remarkable compositions.

Master the 3 C's of Head-Turning Design! Cover your basics with the book that covers everything from typography and color to layout and business issues! Jim Krause, author of the popular Index series, guides you through the understanding and practice of the three elements every successful visual design must have: Components: Learn how to get the most out of the photos, illustrations, icons, typography, linework, decoration, borders and backgrounds you use within your design. Composition: Practice combining the components of a design in a visually appealing way by using the principles of placement, grouping, alignment, flow and spacing to create a pleasing, cohesive design. Concept: Utilize the intangible elements of theme, connotation and style to present and deliver your message in a way that will wow your clients every time. Whether you're a new, mid-level or experienced designer who is brainstorming ideas or finalizing your presentation, this handy-to-use, take-it-with-you book will instruct and inspire you to new heights of creativity.

Provides examples of color letterheads, business cards, and logos to discuss the creation of identity designs and to feature solutions to common design problems.

Beschouwingen over de relatie tussen het welbevinden van de mens en zijn omgeving (de architectuur) vanuit kunsthistorisch perspectief.

Get hands on with type in this lesson-based addition to Jim Krause's popular new Creative Core series on design fundamentals. In Lessons in Typography, you'll learn the basics of identifying, choosing, and using typefaces and immediately put that knowledge to work through a collection of exercises designed to deepen and expand your typographic skills. After a crash course in type terminology, you're encouraged to walk the talk with lessons and exercises on creating type-based logos, crafting personal emblems, choosing and using the right fonts for layouts, designing your own fonts, fine-tuning text like a professional, hand lettering, and more. Krause uses practical advice, humor, and page after page of visual examples to give you a complete education in designing with type that you can read in a matter of hours and continue to learn from over the course of your career. In Lessons in Typography, you'll learn how to: Identify and discuss fonts like a design professional Choose and combine fonts effectively for use in your projects and layouts Create monograms and logos using existing typefaces and custom-built letterforms Modify fonts to meet your design's specific needs Space letters properly using tracking, kerning, and leading and create eye-pleasing layouts Lessons in Typography is the third book in the New Riders Creative Core series, which provides instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals. Additional titles in the series include Visual Design and Color for Designers.

"This book explores the work, ideals and ventures that have helped define the last fifty years of the graphic design profession. Learn about the women who helped establish design's relevance, importance and impact."--Back cover.

Just as great artists must understand their tools, great Web designers must understand the technology behind their art. In Visual Design for the Web, author Penny McIntire shows novice Web designers how to use their tools--including HTML, CSS, and JavaScript--in conjunction with the principles of aesthetics and usability to become masters of their craft. Chapters begin with explanations of the terminology and techniques of web structures, then demonstrate how to apply the rules of design to create beautiful sites. The book: Illustrates how fundamental principles of design apply to the web Includes charts, diagrams, and graphics to enhance learning and retention Covers site analysis, navigation, layout, color, graphics, typography and forms Demonstrates multiple techniques for getting just the right look and feel for your web sites Focuses on the characteristics that make sites usable, engaging, and memorable

The Complete Toolkit for Designers In this handy case, you'll find three bestselling books from designer, photographer and illustrator Jim Krause. They contain all the inspiration you'll need

to come up with brilliant new design solutions. Layout Index: Break through design dilemmas to create eye-catching layouts with ease. Layout Index contains hundreds of visual and written idea generators for bold graphics and creative solutions that can be used to design stunning brochures, ads, web pages, stationery, posters, flyers and more. Color Index, Revised Edition: With more than 1,100 color combinations, updated RGB formulas, and downloadable digital swatches, Color Index, Revised Edition makes picking the perfect color scheme more efficient than ever before. Palettes can be imported into a variety of programs, including Illustrator, InDesign and Photoshop. Type Idea Index: Type Idea Index features 650+ custom-created examples of typography and type-intensive design, organized according to the theme they express (energy, elegance, order, rebellion, etc.) and the real-world application they relate to (initials, monograms, logos, headlines, paragraphs, etc.).

Creative. Powerful. Inspiring. Real. This set contains three practical design books for idea-hungry designers. Idea Index - Thousands of ideas for graphic effects and type treatments and stimulating prompts for when you need them most. Color Index - Over 1100 color combinations, formulas, techniques and examples for exploring color in both print and web. Makes choosing hues easy! Layout Index - Hundreds of visual and written idea generators for bold graphics and creative solutions, no matter what your layout challenge.

Sit! Stay! Be Creative! It's tough to be creative on command. And with deadlines looming, you can't wait for inspiration to strike. That's where Idea Index comes in. Don't let the small size fool you. Inside you'll discover thousands of big ideas for graphic effects and type treatmnts — via hundreds of prompts designed to stimulate, quicken and expand your creative thinking. Use Idea Index to brainstorm ideas, to unclog your mind, and to explore different looks and approaches. The Idea Index — instant creative genius when you need it most! Instructive and enlightening. Fun, too. D30 is a workout book. In addition to dozens of readily applicable tips, tricks and informational tidbits, D30 contains thirty exercises designed to develop and strengthen the creative powers of graphic designers, artists and photographers in a variety of intriguing and fun ways. What will you need to begin? Not much. Most of the book's step-by-step projects call for setting aside an hour or two, rolling up your sleeves and grabbing art supplies that are probably already stashed somewhere in your home or studio--things like pens, drawing and watercolor paper, India ink, paint, scissors and glue. Digital cameras and computers are also employed for several of the exercises but--and this should be welcome news to those readers who spend their days looking at computer monitors--the majority of the book's activities make use of traditional media to illuminate creative techniques and visual strategies that can be applied to media of all sorts. Thumb through the book (or look at the samples posted on JimKrauseDesign.com) and see for yourself!

Een razendspannende politieke thriller vol actie en internationale intrige en doorspekt met het soort informatie waarover alleen een insider als Hillary Clinton kan beschikken. De nieuwe minister van Buitenlandse Zaken, Ellen Adams, wordt geconfronteerd met terroristische dreigingen en een verzwakte natie, na vier jaar leiderschap van een president die de positie van Amerika op het

politieke wereldtoneel ernstige schade toebracht. >br> De aanslagen zorgen voor wereldwijde chaos en verwarring, en de minister en haar team moeten erachter komen wie er achter de dodelijke samenzwering zit, die zorgvuldig lijkt ontworpen om te profiteren van een Amerikaanse regering die er internationaal zwakker voor staat dan ooit.

A scrapbooking best seller You know that graphic designer style you didn't think you could pull off without going to design school? Now you can scrapbook like a graphic designer. With her signature style, Cathy Zielske shares expert ideas on design, photography, journaling and typography in Clean and Simple Scrapbooking. From the back cover: 'Scrapbooking' and 'cool' belong in the same sentence, proclaims Cathy Zielske, author of Clean & Simple Scrapbooking. Known for her signature style, captivating photography and candid approach to journaling, Cathy has inspired a new breed of scrapbookers who want to preserve their memories simply, and with a classic, hip style. A graphic designer by trade, Cathy began scrapbooking as a way to give more context and meaning to the photographs she cherished. What she didn't realize initially was the powerful way in which scrapbooking allows us to examine and celebrate the very essence of what our lives are truly about. This ho

Inspire your type designs with the side-by-side travel photo comparisons in Culture+Typograhpy by Nikki Villagomez. Each image features examples of typography in culture and is accompanied by cultural and historical commentary. Explore how design choices can be informed by the language of the cultural surroundings, and learn more about type selection, color usage and more with this book.

Most of today's books on color lean in one of two directions: toward heavy-handed theory-speak or toward ready-to-use palettes that will likely be out-of-step before the book has received its first coffee stain. Color For Designers leans in neither direction, instead choosing to simply tell it like it is while bringing home the timeless thinking behind effective color selection and palette building. In this fundamental guide to understanding and working with color, bestselling author Jim Krause starts out by explaining the basics with an introduction to the color wheel, hue, saturation, value, and more. He then dives deeper into the practical application of color with instruction on how to alter hues, create palettes, target themes, paint with color, use digital color, and accurately output your colorful creations to print. The book is set up in easy-to-digest spreads that are straight-to-the-point, fun to read, and delightfully visual. Color For Designers–releasing on the heels of its companion volume, Visual Design–is the second book in the New Riders Creative Core series, which aims to provide instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals.

Design School: Layout is an instructive guide for students, recent graduates, and self-taught designers. It provides a comprehensive introduction to creating and changing layouts: a crucially important skill that underpins practically every aspect of graphic

design. You'll get in-depth analysis of all the major areas of theory and practice used by experienced professional designers. Each section provides explanation and visual examples of grid systems and in-depth discussion of compositional principles and strategies. The text is interspersed with tests designed to help you retain key points you've covered in the preceding spreads, and includes illustrations sections with real world scenarios. This in-depth guide avoids the temptation to stray into other areas of design technique, preferring to cover the essential, detailed skills of the professional graphic designer to arm you with the knowledge needed for a successful start to your chosen career.

For 88 years, Writer's Market has given fiction and nonfiction writers the information they need to sell their work–from completely up-to-date listings to exclusive interviews with successful writers. The 2009 edition provides all this and more with over 3,500 listings for book publishers, magazines and literary agents, in addition to a completely updated freelance rate chart. In addition to the thousands of market listings, you'll find up-to-date information on becoming a successful freelancer covering everything from writing query letters to launching a freelance business, and more.

De beste beslissingen ontstaan uit een goed afgestemde combinatie van verstand en gevoel. Hoe die mix er precies uitziet verschilt per situatie: voor een huis kiezen kan het best op je gevoel, omdat je de voors en tegens allang op een rijtje hebt gezet, maar aandelen kopen kan beter op ratio, want op de beurs laat je je vaak gevaarlijk meeslepen door emoties. Waar het om gaat is dat je weet wanneer je de verschillende delen van je hersenen moet gebruiken. Lehrer geeft ons de middelen die we hiervoor nodig hebben en maakt niet alleen gebruik van de allernieuwste onderzoeksresultaten, maar ook van de praktijkervaring van uiteenlopende besluitvormers, van piloten en investeerders tot pokeraars en seriemoordenaars. Hij beantwoordt twee vragen die voor iedereen van belang zijn, van ceo tot brandweerman: Hoe komen wij tot een besluit? En hoe kunnen we betere afwegingen maken? '

This updated, expanded, and oversized inspirational resource presents 1,100 color palettes, with light, bright, dark, and muted varieties for each one, making it the most expansive palette selection tool available. Color Index XL provides aspiring designers, artists, and creative individuals working with color with an indispensable, one-stop method for reviewing and selecting current, up-to-date color palettes for their creative projects. Designer and lecturer Jim Krause's classic resource is back with a new approach that presents each group of palettes in an oversized form for easy visual review, and bleeding to the edge of the page (edge indexing) for quick access. By providing variations for each palette, Krause ensures that creatives can find the best color selection for each project's needs. This book serves as the perfect resource for teachers, students, and professionals of all kinds in the art and design space who want to stay up-to-date on the ever-evolving trends in color.

Discover the things around you through the eye of your camera Photo Idea Index: Things is a photography book unlike any other. Rather than focusing on the "how to" aspects of digital photography, author Jim Krause focuses on the "what if" aspects. You'll learn how to use your camera to explore the world around you from different perspectives and how to capture awe-inspiring digital images. For inspiration, you'll find a vast assortment of photos of household objects, plants, animals, machines, architectural details, treasure and trash. Krause shares his shooting techniques—both

on-site and post-shooting digital treatments—so you can train your eyes to look for situations that will allow you to capture shots and create remarkable compositions.
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