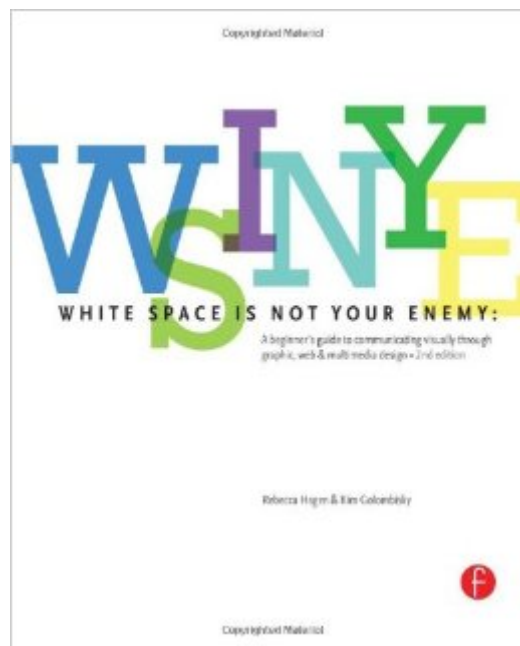# White Space Is Not Your Enemy: A Beginner's Guide To Communicating Visually Through Graphic, Web & Multimedia Design

Synopsis

Designing a website or brochure without an art background? Then step away from the computer and read this engaging, conversational introduction to visual communications first. Written for the beginner, White Space is Not Your Enemy, Second Edition, is a practical graphic design and layout guide that introduces the concepts and practices necessary for producing effective visual communication across a variety of formats--from web to print. This beautifully illustrated, full-color book covers all of the basics to help you develop your eye and produce evocative designs that work. Topics include: What is design? Pre-design research and brainstorming. The "works-every-time layout" and "13 layout sins." The elements and principles of design. Layouts for impact. Getting along with type. Choosing and using color. Working with photos and illustrations. Intros to infographics, storyboarding and multimedia components. Output for the web and print. Visit www.whitespacedesignbook.com for additional supporting materials.

Book Information

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Customer Reviews

White space within a design is a bit like a pause in a conversation - it need not be a bad thing, yet it is just one element in a larger being that is often overlooked or misunderstood.This book takes a professional look at design, whether for traditional media such as brochures or for more modern media such as the web. The aim is for the beginner (or more experienced person who doesn't mind refreshing their knowledge) to learn about the concepts and practices necessary for producing effective visual communications. It might challenge your perceptions or be viewed as formulaic,

fairly obvious stuff. Only you might really know...Unfortunately this reviewer was put on the back foot straight away when opening the book and noticing the table of contents was presented in that oh-so-trendy-but-overused manner of using solely lower case characters. it is unclear whether this was deliberate as the issue was compounded by using different font styles and weights, making it look very strange in the process (sic). It only needed comic sans and a few smiley faces to add the metaphorical icing to the cake.Fortunately the sheer wealth of detailed, considered and thought-provoking material on offer drew this reviewer in. This book carefully, or should that be cleverly, works on many levels meaning that the professional who (allegedly) knows it all need not feel talked down to and neither does the relative beginner need to feel that everything is swooshing over their head. It is unfortunate that the title of this book might restrict its possible audience as it is not really something that conveys just how thorough this book is!

After skimming through â œWhite Space Is Not Your Enemyâ • by Rebecca Hagen and Kim Golombisky, I have found that this book is best used as a reference manual for timely and helpful advice, that can sometimes be read in oneâ ™s spare time to achieve a deeper understanding of the referenced material. Although the book does list itself as a beginnerâ ™s guide, to me it seems to be meant more for serious designers with some prior experience in the design field because only students of this caliber and connection would be able to properly apply these techniques to meaningful pursuits.The book lists the proper procedures for every chunk of design as a whole, in the proper order that the chunks should be learned. Starting with an explanation of what design actually is, the book leads readers through detailed explanations and examples of brainstorming, research, layout, layout sins, all the way up through storyboarding, web design, and print.The format of each chapter makes it easy for readers to understand the information conveyed, and the typography communicates the information in the least-strenuous format for the eye, which speeds up rate of comprehension and increases the ease of reading. The lists of important information are concise and specific, elaborated on later in great detail alongside pictured examples and helpful captions. The images in this book provide comfortable breaks from the well-spaced reading.Even when I simply flip through the pages, my eye is greeted by pleasing visuals and comfortable reading space that capture my attention. I have had an easier time reading this class-required book than most others that I have been assigned to read.

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development (Spanish Edition) Rise of the Enemy: A gripping international suspense thriller (The Enemy Series Book 2) Dance with the Enemy: a gripping international suspense thriller (The Enemy Series) Hunt for the Enemy: A gripping international suspense thriller (The Enemy Series) Algorithms: C++: Data Structures, Automation & Problem Solving, w/ Programming & Design (app design, app development, web development, web design, jquery, ... software engineering, r programming) Teach Yourself VISUALLY Apple Watch (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY iPad: Covers iOS 9 and all models of iPad Air, iPad mini, and iPad Pro (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY iMac (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY MacBook (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY iPad: Covers iOS 8 and all models of iPad, iPad Air, and iPad mini (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY MacBook (Teach Yourself VISUALLY Consumer) Teach Yourself Visually iPod Touch (Teach Yourself VISUALLY (Tech)) by Hart-Davis, Guy published by John Wiley & Sons (2013) Teach Yourself VISUALLY Macs (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY iPhone 6s: Covers iOS9 and all models of iPhone 6s, 6, and iPhone 5 (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY Android Phones and Tablets (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY Windows 10 (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY OS X El Capitan (Teach Yourself VISUALLY (Tech)) Teach Yourself VISUALLY OS X Yosemite (Teach Yourself VISUALLY (Tech)) Teach Yourself Red Hat Linux VISUALLY (Teach Yourself Visually)

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