

THE AWARD-WINNING, BEST-SELLING BOOK ABOUT DESIGN!

THE NON-DESIGNER'S
DESIGN
BOOK
FOURTH EDITION

DESIGN AND TYPOGRAPHIC PRINCIPLES
FOR THE VISUAL NOVICE

ROBIN **WILLIAMS**

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The Non-Designer's Design Book Robin Williams, 2014-11-20 For nearly 20 years designers and non designers alike have been introduced to the fundamental principles of great design by author Robin Williams Through her straightforward and light hearted style Robin has taught hundreds of thousands of people how to make their designs look professional using four surprisingly simple principles Now in its fourth edition The Non Designer s Design Book offers even more practical design advice including a new chapter on the fundamentals of typography more quizzes and exercises to train your Designer Eye updated projects for you to try and new visual and typographic examples to inspire your creativity Whether you re a Mac user or a Windows user a type novice or an aspiring graphic designer you will find the instruction and inspiration to approach any design project with confidence THIS ESSENTIAL GUIDE TO DESIGN WILL TEACH YOU The four principles of design that underlie every design project How to design with color How to design with type How to combine typefaces for maximum effect How to see and think like a professional designer Specific tips on designing newsletters brochures flyers and other projects *The Non-designer's Design & Type Books* Robin Williams, 2007-10-01 Combines two best selling design classics by celebrated author Robin Williams to cover the fundamentals that govern good design and type [Robin Williams Design Workshop and Non-Designer's Design Book](#) Robin Williams, 2004-06 *Robin Williams Design Workshop, Second Edition* Robin Williams, John Tollett, 2006-08-10 Learn design theory and practical know how from the award winning author design team Robin Williams and John Tollett Robin Williams introduced design and typographic principles to legions of readers with her best selling Non Designer s book series Now she and designer co author John Tollett take you to the next level of creative design with practical advice and lessons in composition visual impact and design challenges Presented in Robin and John s signature style writing that is so crystal clear it s accessible to absolutely anyone and illustrated with hundreds of full color design examples the ideas in this book tackle design theory visual puns and layout and graphics strategies for real world projects Developing designers will appreciate the authors imaginative approach and well chosen examples Discover practical and effective design principles and concepts and how to apply them to virtually any project Learn why some designs are attention getting and others are not Learn how to choose just the right look corporate or casual classic or trendy for specific types of projects such as business cards letterhead and envelopes newsletters and brochures logos advertising and more Test your design acumen by comparing before and after examples Find a wealth of inspiration for your own design projects Gain insight into the design process by studying the work of guest designers who offer their personal commentary and insights

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In this three hour course you ll learn how to effectively use contrast repetition alignment and proximity C R A P to create professional looking brochures ads business cards and more Robin explains these core design concepts in the context of real world design projects that anyone from non designers to budding professionals can use to gain a solid understanding of what makes great graphic design Resource description page **Robin Williams Web Design Workshop** John Tollett, Robin Williams, David Rohr, 2002 In this text Robin Williams takes her lessons on creative design highly regarded within the graphics community and applies them to the Web **The Non-Designer's Design Book, Fourth Edition** Robin Williams, 2014 For nearly 20 years designers and non designers alike have been introduced to the fundamental principles of great design by author Robin Williams Through her straightforward and light hearted style Robin has taught hundreds of thousands of people how to make their designs look professional using four surprisingly simple principles Now in its fourth edition The Non Designer s Design Book offers even more practical design advice including a new chapter on the fundamentals of typography more quizzes and exercises to train your Designer Eye updated projects for you to try and new visual and typographic examples to inspire your creativity Whether you re a Mac user or a Windows user a type novice or an aspiring graphic designer you will find the instruction and inspiration to approach any design project with confidence THIS ESSENTIAL GUIDE TO DESIGN WILL TEACH YOU The four principles of design that underlie every design project How to design with color How to design with type How to combine typefaces for maximum effect How to see and think like a professional designer Specific tips on designing newsletters brochures flyers and other projects *Robin Williams Handmade Design Workshop* Robin Williams, Carmen Sheldon, 2009-12-09 Over the course of the last several years the DIY market has exploded spawning magazines books movies and fueling the growth of the online handmade marketplace In Robin Williams Handmade Design Workshop Create Handmade Elements for Digital Designs best selling author Robin Williams and Carmen Sheldon take designers away from their computers and show them step by step how to use traditional artist s tools to create handmade elements for their digital artwork The authors provide a wealth of new ideas to jump start creativity and get graphic designers thinking in new ways Each how to is illustrated with tons of photos to show how to use paints inks textures modeling pastes and more to create handmade materials that can then be scanned in and used to create one of a kind print projects or web sites Examples of finished projects and Web sites are featured throughout the book to provide both instruction and inspiration for designers to use in their own projects The Non-designer's Design Book: Design and Typographic Principles for the Visual Novice Robin Williams, 2008 **The Non-designer's Type Book** Robin Williams, 1998 This latest addition to Robin Williams Non Designers line of books not only defines the principles governing type but explains the logic behind them so readers can understand and see what looks best and why Armed with this knowledge and putting into practice the secrets Robin reveals for making type readable and artistic readers can then go on to create beautiful sophisticated professional looking pages on their computers for output as hard copy or for use on Web pages Each short

chapter explores a different type secret including use of evocative typography tailoring typeface to project working with spacing punctuation marks special characters fonts justification and much more It is written in the lively engaging style that has made Williams one of the most popular computer authors today And it uses numerous examples to illustrate the subtle details that make the difference between good and sophisticated use of type The non platform specific non software specific approach to the book makes this a must have for any designer s bookshelf from type novices to more experienced graphic designers and typesetters Please note If you ve read Beyond the Mac is not a typewriter then you don t need this book This book is almost exactly the same as Beyond the Mac is not a typewriter The Non-designers Design Book Robin Williams,2004 Defines page layout and design principles and explains how to use space color and type to create dynamic looking documents and Web pages **Non-Designer's Collection** Robin Williams,John Tollett,2006 Three of Robin Williams best selling Non Designer s titles in one boxed set **Robin Williams DVD Design Workshop** John Tollett,Robin Williams,David Rohr,2004 Robin Williams DVD Design Workshop provides a clear accessible introduction to the world of DVD menu design and authoring If you re an amateur video artist home movie buff or professional designer you can use this book as a great introduction to learning how to create DVDs for your personal use or professional projects John Tollett David Rohr and Robin Williams make it easy by presenting necessary technical information and design inspiration in the classic informal and friendly style that has made Robin s books continual best sellers Robin Williams DVD Design Workshop provides all of the information you need to understand the DVD authoring process and to get started with your own DVD projects You ll learn about the advantages of the DVD format applications of DVD technology hardware requirements and the pros and cons of various consumer vs prosumer DVD authoring tools The book also includes overviews of leading Mac and PC DVD authoring software tools such as iDVD MyDVD DVD Studio Pro DVD Producer and more To get you inspired the authors include examples of successful and sometimes unusual DVD interface designs from professional designers and major Hollywood studios Valuable outsource resources for packaging and distributing your own DVD are also included **Robin Williams Handmade Design Workshop** Carmen Sheldon,1900 This is the eBook version of the printed book If the print book includes a CD ROM this content is not included within the eBook version Over the course of the last several years the DIY market has exploded spawning magazines books movies and fueling the growth of the online handmade marketplace In Robin Williams Handmade Design Workshop Create Handmade Elements for Digital Designs best selling author Robin Williams and Carmen Sheldon take designers away from their computers and show them step by step how to use traditional artist s tools to create handmade elements for their digita *The Non-Designer's Presentation Book* Robin Williams,2017-07-10 Robin Williams teacher and designer knows what it takes to give a good presentation In this revised and updated book Robin makes it easy for even first time presenters to get past their fears of creating a presentation She expands upon the four fundamental principles of good design and typography introduced in her award winning Non Designer

s series and adds four more principles specific to achieving clear communication with slides Let Robin guide you in her signature light hearted style through the entire process of creating a presentation from planning and organizing your ideas to designing effective beautiful slides that won t put your audience to sleep In this essential guide to presentation design you ll learn What makes a good presentation or a bad one How to plan organize and outline your presentation Four principles for developing effective presentations Four principles for designing beautiful slides that communicate clearly Specific tips for using animation and transitions that aren t annoying A list of timeless presentation rules that you should totally ignore

Non-Designer's Type Book Robin Williams,1998-07 This latest addition to Robin Williams Non Designers line of books not only defines the principles governing type but explains the logic behind them so readers can understand and see what looks best and why Armed with this knowledge and putting into practice the secrets Robin reveals for making type readable and artistic readers can then go on to create beautiful sophisticated professional looking pages on their computers for output as hard copy or for use on Web pages Each short chapter explores a different type secret including use of evocative typography tailoring typeface to project working with spacing punctuation marks special characters fonts justification and much more It is written in the lively engaging style that has made Williams one of the most popular computer authors today And it uses numerous examples to illustrate the subtle details that make the difference between good and sophisticated use of type The non platform specific non software specific approach to the book makes this a must have for any designer s bookshelf from type novices to more experienced graphic designers and typesetters Please note If you ve read Beyond the Mac is not a typewriter then you don t need this book This book is almost exactly the same as Beyond the Mac is not a typewriter

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