



Design Basics Index

Jim Krause

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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.

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