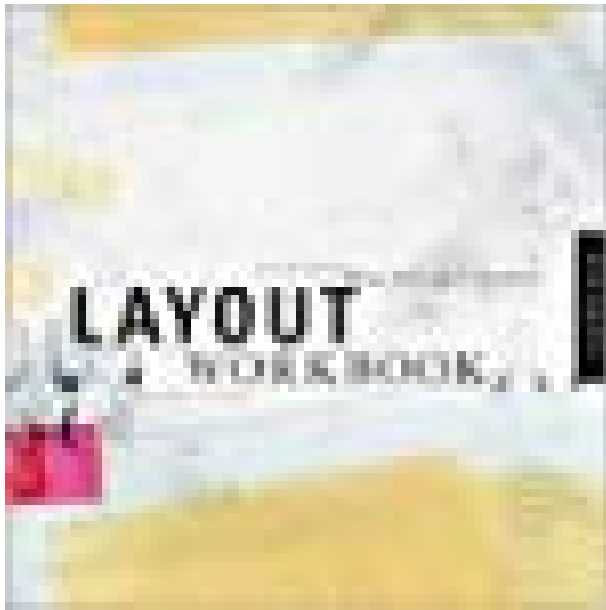


Layout Workbook: A Real-World Guide to Creating Powerful Pieces



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Layout Workbook is the third book in RockportÆs series of practical and inspirational workbooks that cover the fundamental areas of the graphic design business. In this edition, author Kristin Cullen tackles the often perplexing job of nailing down a layout that works. Cullen approaches layout with this comprehensive guide that begins with a series of step-by-step fundamental chapters (a ôhow-toö of layout) addressing topics such as Inspiration, The Process of Design, Choosing Type, Structure and Spatial Organization, Establishing Hierarchy, and Communicating Messages. Following this thorough and instructive section is a diverse collection of visual case studies showcasing some of the best of layout design; inspirational quotations; and a unique, progressive book design that is truly reflective of the content. The book is more than a collection of great examples of layout.

It is an invaluable resource for students, designers, and creative professionals who seek design understanding and inspiration. The book illuminates the broad category of layout, communicating specifically what it takes to design with excellence. It also addresses the heart of design -- the how and why of the creative process.