



Looking Good in Print: A Guide to Basic Design for Desktop Publishing (The Ventana Press Looking Good Series)

By Roger C. Parker

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A guide to producing attractive, effective newsletters, advertisements, brochures, manuals, and other quality printed pieces offers a host of useful ideas. Original.

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Editorial Review

From School Library Journal

YA-Not only a must for beginning desktop publishers, this succinct compilation of design basics will also prove useful for more experienced teenaged hackers, clearly setting down instructions for what may have been achieved previously through trial and error or intuition. Focusing on elements such as relevance, consistency, and contrast, Parker steers clear of trendiness and emphasizes functionality in his description of and formulae for "looking good." On nearly every page, visual or textual examples demonstrate how a few clicks of the mouse or command key can make a document difficult to read-and how to fix those problems. Chapters cover the "Tools of Organization" (grids, subheads, etc.), the "Architectures of Type" (typefaces and kerning), and "Working with Color." Later chapters apply these basics, outlining prototypes for designing newspapers, advertisements, books, and business communications. Because the book is not specific to a particular computer system, it won't become dated quickly.

Jennifer A. Phillips, Carnegie Millon University, Pittsburgh, PA

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Users Review

From reader reviews:

Lourdes Williams:

Do you have favorite book? Should you have, what is your favorite's book? Reserve is very important thing for us to be aware of everything in the world. Each publication has different aim or maybe goal; it means that book has different type. Some people experience enjoy to spend their time to read a book. They can be reading whatever they acquire because their hobby is actually reading a book. Think about the person who don't like looking at a book? Sometime, particular person feel need book after they found difficult problem or exercise. Well, probably you'll have this Looking Good in Print: A Guide to Basic Design for Desktop Publishing (The Ventana Press Looking Good Series).

Linda Henderson:

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Gary Landrum:

Looking Good in Print: A Guide to Basic Design for Desktop Publishing (The Ventana Press Looking Good Series) can be one of your nice books that are good idea. Most of us recommend that straight away because

this reserve has good vocabulary that will increase your knowledge in words, easy to understand, bit entertaining but still delivering the information. The author giving his/her effort to put every word into satisfaction arrangement in writing Looking Good in Print: A Guide to Basic Design for Desktop Publishing (The Ventana Press Looking Good Series) nevertheless doesn't forget the main place, giving the reader the hottest along with based confirm resource facts that maybe you can be considered one of it. This great information can drawn you into new stage of crucial thinking.

Connie Curtis:

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