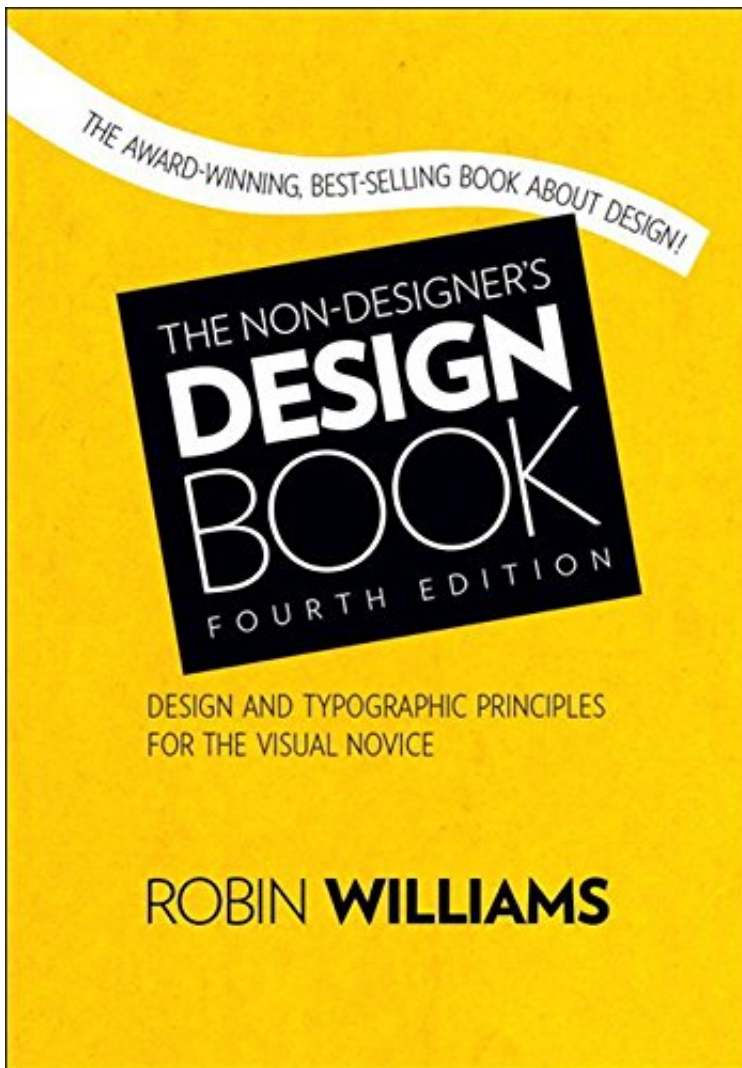


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# The Non-Designer's Design Book



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Prsentation de l'diteurFor 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-Designers Design Bookoffers 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 youre 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 Presentation de l'auteur 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-Designers 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 Biographie de l'auteur Robin Williams is the author of dozens of bestselling and award-winning books, including *The Non-Designer's Presentation Book*, *The Non-Designer's InDesign Book*, and *The Mac is not a typewriter*. Through her writing, teaching, and seminars, Robin has educated and influenced an entire generation of computer users in the areas of design, typography, desktop publishing, the Mac, and the Web.