



Graphic Design on the Desktop: A Guide for the Non-Designer, 2nd Edition

Marcelle Lapow Toor

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The complete and user-friendly introduction to graphic design--in a new edition

Now with information on Web site design, plus examples, exercises, and more!

Today, anyone with a good basic computer setup can produce a newsletter or a Web page--but to create effective, professional-quality pieces that stand out from the competition, you need more than a hard drive and some decent software. You need an understanding of how visual communication works and a solid grasp of the principles of design, composition, and typography. You need *Graphic Design on the Desktop*.

Written specifically for those who have little or no design background or experience, this accessible guide teaches you the fundamentals of sound graphic design and gives you the practical know-how to put them to work on your own projects, from initial concept through final production.

This new edition covers every key element of the design process, including format, layout and page design, typesetting, color, and illustrations--and offers clear explanations of type terminology, printing terms, and more. It guides you step-by-step through the design and production of ads, posters, brochures, and other promotional materials, as well as newsletters and magazines. A separate chapter on designing for the Web helps you make the most of home page and Web site designs.

Complete with helpful examples, exercises, hints, and checklists, plus tips on common pitfalls and how to avoid them, *Graphic Design on the Desktop* is the ideal design partner for projects that get attention and get results.

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