JIM KRAUSE

Jim Krause is a graphic designer since the early 1980s. He has worked for clients, including Microsoft, Levi Strauss, and Seattle public schools. He began writing books about design in 1999 and published approximately 15 books

Design Basics Index covers the basics of typography and color to layout, design and business issues. There are 3 C's to have a successful visual design.

1. Components: Covers photos, typography, decoration, borders, icons and illustrations to use within your design.

2. Composition: Learn by applying the elements of a design in a visually compelling way by implementing placement, alignment, spacing and flow to have a pleasing and successful design.

3.Concept: Use the elements of connotation, theme and style to show and deliver your communication that will satisfy and please your clients every time.

This inspirational book will influence and teach you towards new and exciting ways of creativity.

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HOW BOOKS

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Jim Krause's other books: