



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.

HOW Books
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1230 Avenue of the Americas
New York, NY 10020



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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DESIGN BASICS INDEX

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Jim Krause's other books:

Color Index XL: More than 1,000 New Pallets with CMYK and RGB Formulas for Designers and Artists

Lessons in Typography: Must-know typographic principles presented through lessons, exercises, and examples (Creative Core)

Visual Design: Ninety-five things you need to know. Told in Helvetica and Dingbats (Creative Core Book 1)

Complete Color Index

Color Index

Color for Designers: Ninety-five things you need to know when choosing and using colors for layouts and illustrations (Creative Core Book 2)

Design Essential Index (KIT)

Layout Index

Photo Idea Index