The Elements of Visual Style: The Basics of Print Design for Every PC and Mac User

Robert W. Harris

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The Elements of Visual Style: The Basics of Print Design for Every PC and Mac User Robert W. Harris The Elements of Visual Style is for people who want to create sophisticated and professional documents at their own desks. No design experience is necessary to use this book, which will help even the novice PC or Mac user develop confidence and good judgment when communicating in print. At the same time, it is packed with tips that the experienced user will find informative.

Six concise chapters cover basic concepts, from understanding typography to designing a page to manipulating art. Dozens of specific techniques—Keys to Success—translate theory into practice. Readers can apply the Keys to Success immediately to create more compelling documents. There are no boring discussions or arcane terminology; all the principles are presented in easy-to-understand language. Plenty of illustrations, many in a before-and-after format, show examples of common print projects, such as business cards, letters, brochures, posters, wedding invitations, and personal ads. Both thorough and succinct, this handy guide will enable anyone to create documents that stand out from the crowd.

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