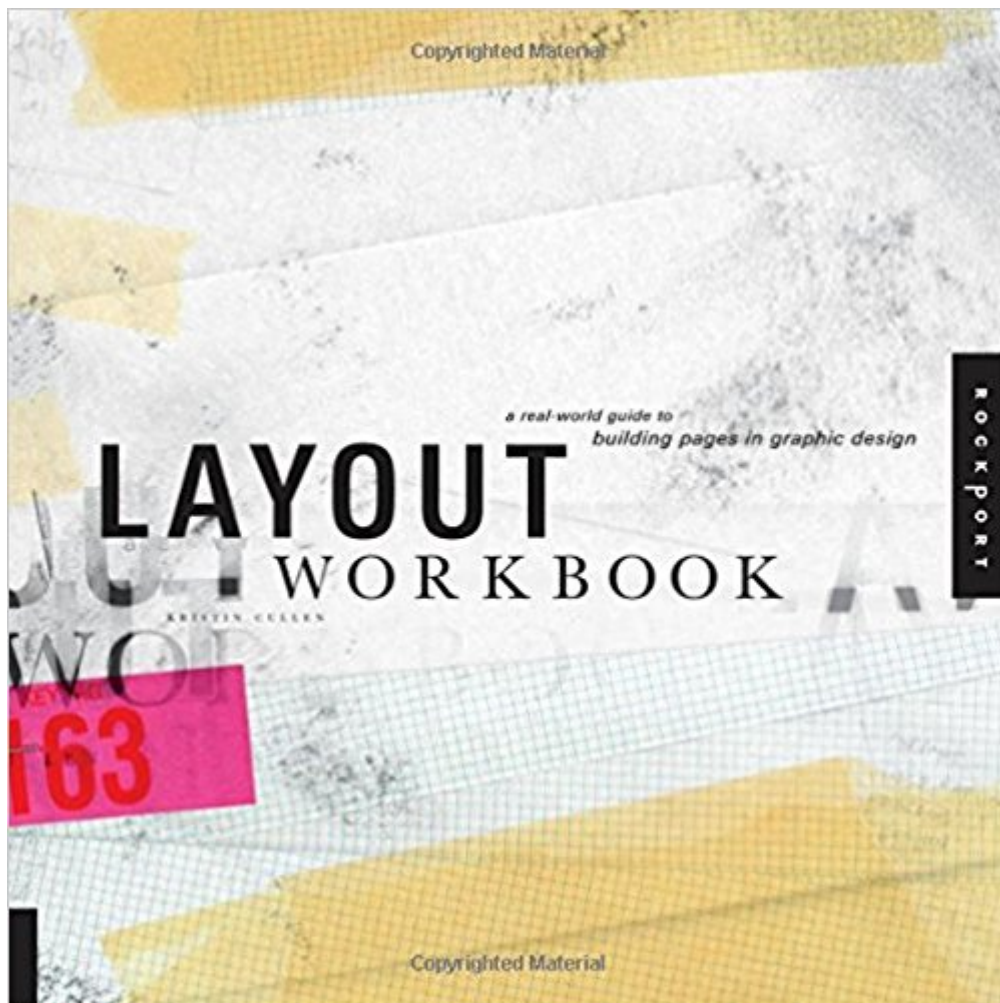




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Layout Workbook: A Real-World Guide To Building Pages In Graphic Design



Synopsis

An inspired resource for creating meaningful design, *Layout Workbook* is one of five volumes in Rockport's series of practical and inspirational books that cover the fundamental areas of graphic design. In this edition, author Kristin Cullen tackles the often perplexing job of nailing down a layout that works. More than a collection of great examples, this book is a valuable resource for students, designers, and creative professionals who seek design understanding and inspiration. The book illuminates the broad category of layout, communicating specifically what it takes to design with excellence. It also addresses the how and why of the creative process. Cullen approaches layout with a series of step-by-step fundamental chapters addressing topics such as design function, inspiration, process, intuition, structure, organization, the interaction of visual elements, typography, and design analysis.

Book Information

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Customer Reviews

Kristin Cullen is a graphic designer, author, and educator based in Chicago. Her work has appeared in national and international exhibits, as well as publications that include *American Corporate Identity*, *Graphic Design USA*, *Graphis Poster Annual*, *HOW*, and *Print*. She also wrote *Design Elements*, *Typography Fundamentals: A Graphic Style Manual for Understanding How Typography Affects Design*, published by Rockport Publishers.

I really enjoyed looking at this book. Towards the beginning the information is great, but I especially

liked the second half where many samples of work was provided. I believe the best way to learn is to continuously look at different designs from throughout the world, and many samples from Europe and Asia were provided. The reason why the book didn't receive a 5 star rating was because it's not really a guide, but more of an overview. Don't expect to have practices from this book, it's mostly information and samples. Overall, I really enjoyed it and would recommend buying it if you're starting out in the design industry!

book itself is great. Lots of great examples. I used it for a slightly different purpose. I wanted to make scrapbooks but not make them so artsy crafty. I wanted them to look more classy as I am using stories and images etc. so this was a great professional book to see how to arrange things for the most optimal experience. I have not even read lots of the text, but it is organized well, and overall a good purchase.

Love this book for inspiration.

Not really a workbook as I'd expected. I was hoping for tasks, exercises, etc. Nope. It has pretty useful content, but if you're looking for practice, as I was, this is not a good book.

After reading previous reviews I decided to take a gander on this book. It was definitely money well spent. It's great for beginners who really need to learn the simple but often forgotten basics of designs. It goes over, layout to use of grids and typography; giving examples throughout the book to also help you visualize it in the correct manner. The images in the book are great for inspiration and ideas for when you sit down and design. I'm just starting off in this business and I enjoy learning about anything that has to do it and this is definitely a great beginning for someone who's starting off in this field as well.

Not a designer by training but I needed to do a lot of design for my new job. This book makes for great desk-side inspiration when you need to make a new layout concept and you just can't think of anything on your own.

great book with layouts and information on graphics, could use more information on why certain layouts work better than others

decent illustrations and wording to help you visualize what the whole graphic design world is about

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