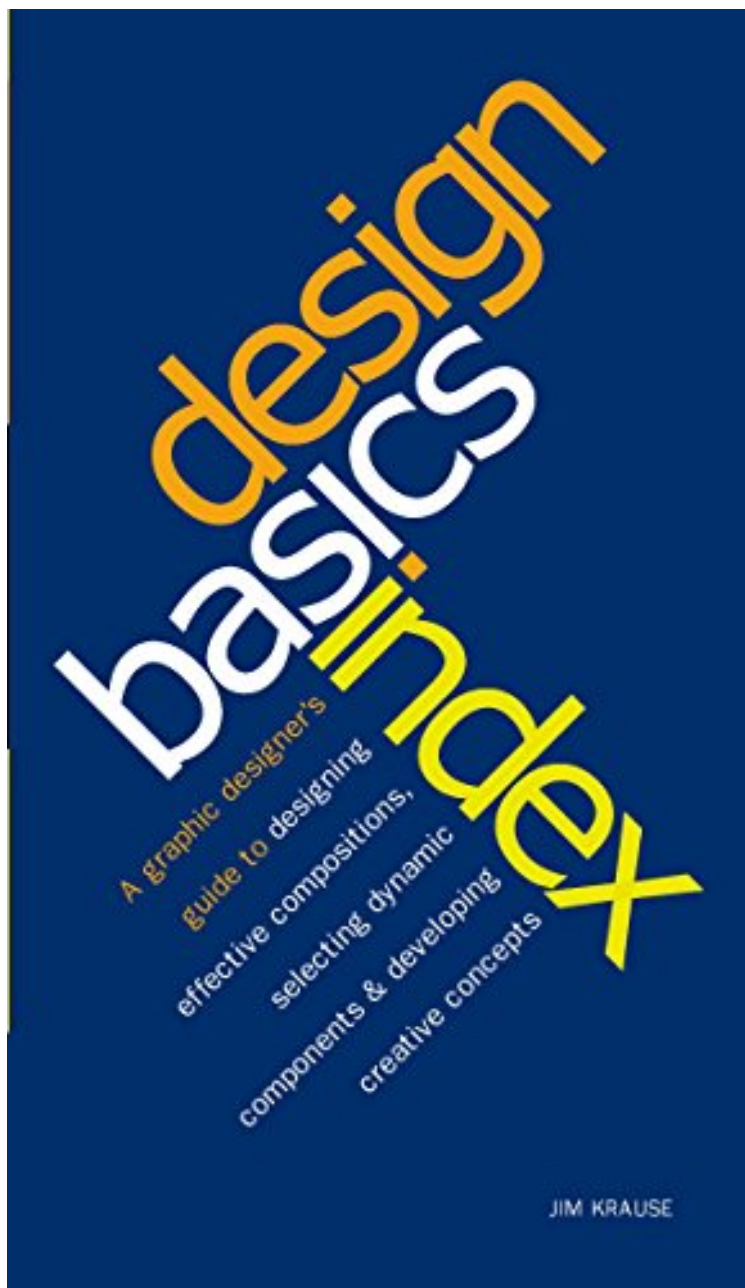


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## Design Basics Index

*Jim Krause*

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#204685 in Books Krause, Jim 2004-12-03 2004-12-03 Original language: English PDF # 1 8.00 x 1.00 x 4.50l, 1.30 Binding: Flexibound 360 pages | File size: 52.Mb

**Jim Krause : Design Basics Index** before purchasing it in order to gage whether or not it would be worth my time, and all praised Design Basics Index:

3 of 3 people found the following review helpful. The book gets its point across  
By K Holmes I don't normally like to "buy" into books, but this one caught my eye at the book store. At the time, I happened to be a graphics design student in college, and I honestly didn't know what I was doing. Bad grades, whole nine yards. I can't call it an over-night success, but this kind of made my lightbulb go off about why some designs work and some don't. Namely, I loved going between the "do's" and "don'ts" - that is, I saw how my work didn't work, and saw how to make all of the parts of my work become a whole. I'm not a graphics design student anymore, but this is still one of the books I love to pick up when I'm looking for inspiration. I love the vivid colors and the practice designs in the book, and I like going back to the basic concepts of design and applying them to whatever I happen to be working on. My only issue with this book is the binding. I actually had a really hard time reading anything other than the beginning or end of the book because I always had this fear that the binding was going to break because it's really, really stiff. I love the way the cover feels, but that also seems like it bends too easily. In short: It's a fun book to glance at for inspiration with a relatively nice variety of styling just within its own pages to drive its content home. However, I will remark that it's definitely more aimed at people with very little design experience.

1 of 1 people found the following review helpful. Excellent for beginners  
By Rim My review title isn't a slight on the book as I do not mean it's excellent only for beginners. Since I'm a beginner (never took an art or design class since high school), I can only judge how good it is for beginners. The bottom line for me is, my graphic designs have definitely showed more creativity, more flow and overall shows more thought and planning. My previous "designing" used to involve just moving objects around and see if I like it - more hit or miss than anything else. I would still consider myself a beginner, but this book has definitely improved my design abilities - and I'm only 2/3 of the way through the book! What I like about the book is the language is easy to understand and the author doesn't get caught up in technical terms. Having said that, he doesn't speak in just generalities. There are definitely specific things he writes about like the Golden Section and specific effects that someone like me can immediately use. On the other hand, this is also not a step-by-step book and I like that he encourages experimentation but it's very guided and structured. This brings me to another thing I like about the book: Exercises. In many sections, he gives exercises you can do on your own so you can see for yourself what he is talking about - he's guiding you to teach yourself. It's almost a self-guided art class and I've found the exercises to be really useful and creativity-inducing. I can see myself referring back to this book often.

1 of 1 people found the following review helpful. Perfect for any designer, beginner or expert.  
By R This guide walks you through the basics and uses examples every step of the way. Most books like to use concepts or discuss the actual methods of design where as this book actually gives you the information you need to go beyond concepts and well into the world of graphic design. This book is invaluable in terms of resourcefulness and useability on a day to day basis to anyone who has an interest / hand in graphic design. I also recommend the designers complete index, same author / publisher, as it is equally indispensable.

Master the 3 C's of Head-Turning Design! Cover your basics with the book that covers everything from typography and color to layout and business issues! Jim Krause, author of the popular Index series, guides you through the understanding and practice of the three elements every successful visual design must have: Components: Learn how to get the most out of the photos, illustrations, icons, typography, linework, decoration, borders and backgrounds you use within your design. Composition: Practice combining the components of a design in a visually appealing way by using the principles of placement, grouping, alignment, flow and spacing to create a pleasing, cohesive design. Concept: Utilize the intangible elements of theme, connotation and style to present and deliver your message in a way that will wow your clients every time. Whether you're a new, mid-level or experienced designer who is brainstorming ideas or finalizing your presentation, this handy-to-use, take-it-with-you book will instruct and inspire you to new heights of creativity.

About the Author Jim Krause has worked as a designer in the Pacific Northwest since the 1980s. He has produced award-winning work for clients large and small, including Microsoft, McDonald's, Washington Apples, Bell Helicopter, Paccar/Kenworth, Northern Trust and Seattle Public Schools. He lives in Bellingham, Washington.