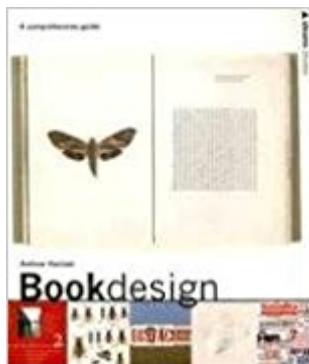


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Book Design (abrams Studio)



Synopsis

From award-winning writer and designer Andrew Haslam comes the final word on book design. This authoritative text guides readers through establishing formats, constructing grids, choosing typefaces, designing a jacket, and, finally, preparing materials for the printer, with more than 300 illustrations to demonstrate every aspect of the process. Interviews with professional book designers provide valuable insight, and an extensive glossary of editorial, design, and production terms make a handy reference for the burgeoning new designer. Book Design is one of three titles this spring from Abrams Studio, our new imprint dedicated to providing artists and designers with innovative, affordable books to help them improve their skills.

Book Information

Series: abrams studio

Paperback: 256 pages

Publisher: Harry N. Abrams; First Edition edition (November 7, 2006)

Language: English

ISBN-10: 0810992205

ISBN-13: 978-0810992207

Product Dimensions: 8.5 x 1 x 10.1 inches

Shipping Weight: 2.4 pounds

Average Customer Review: 3.9 out of 5 stars 14 customer reviews

Best Sellers Rank: #466,720 in Books (See Top 100 in Books) #130 in Books > Arts & Photography > Graphic Design > Commercial > Book Design #191 in Books > Computers & Technology > Graphics & Design > Desktop Publishing #37374 in Books > Teens

Customer Reviews

A graduate of London's Royal College of Art, writer and designer Andrew Haslam now leads the MA Communication Design course at Central Saint Martin's College of Art and Design in London. He is the recipient of the American Institute of Physics Award for Best Science Writing and the Geographical Society Gold Medal for the most significant contribution to geography. He also runs his own studio, creating science, history, and geography textbooks for children.

If you only looked at the preview, you could be forgiven for thinking that this is little more than a pretty coffee table book or a designer's "swipe book". But this book is not a lightweight vanity project, at all. Instead, it is crammed full of information and reference material for the book designer

and anyone else who has to use type and images (which is pretty much any visual designer). Everything is covered here from the basics to the more advanced. There is even a section on how the reader's eye will flow across variously styled pages. Everything is well illustrated. Every principle is dealt with in depth. And book design is covered in every form I can imagine. I, for one, was pleasantly surprised when I opened this book. This book covers everything you would need to know about book design. However, execution is beyond its scope. You will not learn to manufacture a book (that is book making) or how to use the software of your choice. Book Design is for readers who already have an interest in these things with serious intentions beyond a simple vanity press publication. I would particularly recommend this book for students. It can easily serve as a design textbook for now and a valuable reference in the future.

Although more for professional designers than I expected, I learned what I needed from this thorough book. I wanted enough information to lay out and understand design of my own books and found clear details and principles. However, this book has complete data for readers seeking far more than I was. A valuable future reference, I think. Geni J. White

This typography book is remarkable. It is the bible of typography books. If you just started learning book making this book by Andrew Haslam is a must have!

When I opened this book and saw how slick and enticing it was, I was afraid that it might be just about the graphics side of book design. I wanted a technical book that provided a thorough coverage of the subject. I was not disappointed, however. This book gives a great treatment with clear, beautiful drawings that cover every subject from the aesthetics of page layout to mechanics of printing. If you want to really understand book design then I highly recommend this wonderful book. Every page is delightful and yet full of important information.

The book went very thoroughly through the book design process, both initial creation and final development as well as production. Very easy to read and interesting use of text to illustrate terms and concepts.

Book is in great condition

I bought this book based on the reviewers' comments. However, there is no notice that this book is

not for beginners. It may be instructional, but it requires knowledge that the average reader does not have. It would be useful for those looking for such a book to know this. I decided to write this review for the benefit of others who may look at this book. I found parts useful, but I think another book would have been more useful.-----NOTE: Since this review I found a book much better suited for beginners at design. It is *The Non-Designer's Design Book* (3rd Edition) by Robin Williams. Perhaps eventually new designers could appreciate this book by Haslam.

All you need to know when designing a book can be found in this one! Highly recommended!!! A lot of theory. A lot of visual examples.

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