Publication Design Workbook: A Real-World Guide to Designing Magazines, Newspapers, and Newsletters

By Timothy Samara

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This latest volume in Rockport's Workbook series, Publication Design Workbook is packed with information regarding the ins and outs of publication design. The media featured includes magazines, literature systems, newsletters, exhibition catalogs, annual reports, newspapers, and retail catalogs. Both current and historical approaches are provided to give readers a complete background on design style, application, and techniques involved in creating effective publications.

Readers will develop a clear understanding of publication design through a comprehensive and accessible workshop-style format. Fundamentals of form and content are included, along with diagrams to further textual understanding. This is the most complete book for designers on applied publication design principles combined with an awe-inspiring collection of the best work from around the world.

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Editorial Review

About the Author

Timothy Samara is a New York City-based graphic designer and educator. His fifteen-year career, focused primarily on visual identity development, includes a diverse project history-from branding systems and user interfaces to books, animation, and architectural work. He is currently a member of the design faculty of the School of Visual Arts, Fashion Institute of Technology, and New York University and is the author of Making and Breaking the Grid and Typography Workbook, both by Rockport Publishers.

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