



Design Elements: A Graphic Style Manual

By Timothy Samara

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The graphic design equivalent to Strunk & White's *The Elements of Style*

This book is simply the most compact and lucid handbook available outlining the basic principles of layout, typography, color usage, and space.

Being a creative designer is often about coming up with unique design solutions. Unfortunately, when the basic rules of design are ignored in an effort to be distinctive, design becomes useless. In language, a departure from the rules is only appreciated as great literature if recognition of the rules underlies the text. Graphic design is a "visual language," and brilliance is recognized in designers whose work seems to break all the rules, yet communicates its messages clearly.

This book is a fun and accessible handbook that presents the fundamentals of design in lists, tips, brief text, and examples. Chapters include Graphic Design: What It Is; What Are They and What Do They Do?; 20 Basic Rules of Good Design; Form and Space-The Basics; Color Fundamentals; Choosing and Using Type; The World of Imagery; Putting it All Together? Essential Layout Concepts; The Right Design Choices: 20 Reminders for Working Designers; and Breaking the Rules: When and Why to Challenge all the Rules of this Book.

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Editorial Review

About the Author

Timothy Samara is a graphic designer and educator based in New York City, where he divides his time between consulting, writing, and teaching at the School of Visual Arts, Parsons School of Design, NYU, and Purchase College. He is the author of several books for Rockport Publishers, including Making and Breaking the Grid, Typography Workbook, Publication Design Workbook, Type Style Finder and Design Elements.

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