



# Design Elements: A Graphic Style Manual

By Timothy Samara

Download now

Read Online 

**Design Elements: A Graphic Style Manual** By Timothy Samara

**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.

 [Download Design Elements: A Graphic Style Manual ...pdf](#)

 [Read Online Design Elements: A Graphic Style Manual ...pdf](#)

# Design Elements: A Graphic Style Manual

By Timothy Samara

## Design Elements: A Graphic Style Manual By Timothy Samara

### 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.

## Design Elements: A Graphic Style Manual By Timothy Samara Bibliography

- Sales Rank: #175065 in Books
- Brand: Brand: Rockport Publishers
- Published on: 2007-04-01
- Original language: English
- Number of items: 1
- Dimensions: 10.25" h x .75" w x 8.25" l, 2.13 pounds
- Binding: Paperback
- 272 pages

 [Download Design Elements: A Graphic Style Manual ...pdf](#)

 [Read Online Design Elements: A Graphic Style Manual ...pdf](#)

## Download and Read Free Online Design Elements: A Graphic Style Manual By Timothy Samara

---

### 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*.

### Users Review

#### From reader reviews:

##### **Anna Rangel:**

In this 21st centuries, people become competitive in each and every way. By being competitive right now, people have do something to make these survives, being in the middle of the particular crowded place and notice simply by surrounding. One thing that at times many people have underestimated it for a while is reading. Yep, by reading a guide your ability to survive boost then having chance to stay than other is high. In your case who want to start reading some sort of book, we give you this specific *Design Elements: A Graphic Style Manual* book as nice and daily reading guide. Why, because this book is more than just a book.

##### **Victor Hubbard:**

The experience that you get from *Design Elements: A Graphic Style Manual* could be the more deep you looking the information that hide inside words the more you get thinking about reading it. It does not mean that this book is hard to know but *Design Elements: A Graphic Style Manual* giving you buzz feeling of reading. The writer conveys their point in particular way that can be understood by simply anyone who read the item because the author of this reserve is well-known enough. This particular book also makes your own personal vocabulary increase well. It is therefore easy to understand then can go to you, both in printed or e-book style are available. We recommend you for having this specific *Design Elements: A Graphic Style Manual* instantly.

##### **Steven Hackett:**

This *Design Elements: A Graphic Style Manual* is great book for you because the content that is certainly full of information for you who also always deal with world and also have to make decision every minute. This particular book reveal it facts accurately using great coordinate word or we can say no rambling sentences in it. So if you are read that hurriedly you can have whole information in it. Doesn't mean it only gives you straight forward sentences but hard core information with splendid delivering sentences. Having *Design Elements: A Graphic Style Manual* in your hand like finding the world in your arm, details in it is not ridiculous one. We can say that no book that offer you world throughout ten or fifteen moment right but this e-book already do that. So , this can be good reading book. Hey Mr. and Mrs. active do you still doubt this?

**Judith Bradshaw:**

Do you like reading a e-book? Confuse to looking for your best book? Or your book had been rare? Why so many question for the book? But almost any people feel that they enjoy intended for reading. Some people likes reading, not only science book but in addition novel and Design Elements: A Graphic Style Manual as well as others sources were given understanding for you. After you know how the truly amazing a book, you feel wish to read more and more. Science guide was created for teacher or students especially. Those publications are helping them to put their knowledge. In additional case, beside science publication, any other book likes Design Elements: A Graphic Style Manual to make your spare time a lot more colorful. Many types of book like this.

**Download and Read Online Design Elements: A Graphic Style Manual By Timothy Samara #HNDC8Y6BEMS**

# **Read Design Elements: A Graphic Style Manual By Timothy Samara for online ebook**

Design Elements: A Graphic Style Manual By Timothy Samara Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Design Elements: A Graphic Style Manual By Timothy Samara books to read online.

## **Online Design Elements: A Graphic Style Manual By Timothy Samara ebook PDF download**

**Design Elements: A Graphic Style Manual By Timothy Samara Doc**

**Design Elements: A Graphic Style Manual By Timothy Samara MobiPocket**

**Design Elements: A Graphic Style Manual By Timothy Samara EPub**

**HNDC8Y6BEMS: Design Elements: A Graphic Style Manual By Timothy Samara**