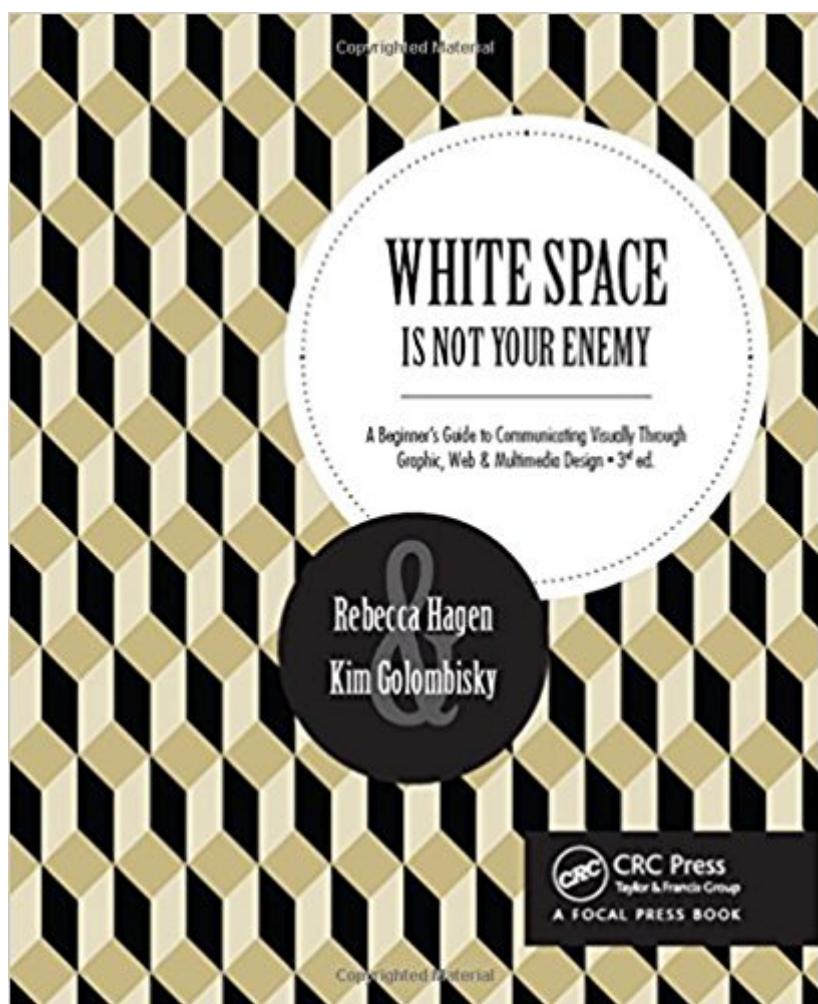


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# White Space Is Not Your Enemy: A Beginner's Guide To Communicating Visually Through Graphic, Web & Multimedia Design



## **Synopsis**

White Space Is Not Your Enemy is a practical graphic design and layout guide that introduces concepts and practices necessary for producing effective visual communication across a variety of formatsâ •from web to print. Sections on Gestalt theory, color theory, and WET layout are expanded to offer more in-depth content on those topics. This new edition features new covering current trends in web designâ •Mobile-first, UI/UX design, and web typographyâ •and how they affect a designerâ ™s approach to a project. The entire book will receive an update using new examples and images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and advertising designs.

## **Book Information**

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## **Customer Reviews**

I am not listed as a verified purchaser, only because I teach and the book is provided to me by my school. I just wanted to say that I have used the White Space book in my classes for years (previous versions) and have really liked it. The current changes to the interior are quite timely, and many of the graphics are improved. My only negative comment is in regards to the cover art. I find the new cover quite unattractive and frankly the antithesis of the title. The cover is a great opportunity to exemplify the teaching that "white space is not your enemy." Instead, an extremely busy background, reminiscent of the old video game Q-Bert, is detracting from an otherwise fabulous book.

I bought this book for my summer class - Intro to Visual Communication - and have been completely

happy with the book. It is very concise and informative. I recommend it for anyone in the PR field or anyone designing posters, advertisements, etc!

This book is recommended by my professor.I enjoyed reading it.A must have for new web designers.

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