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# Editing By Design: For Designers, Art Directors, And Editors--the Classic Guide To Winning Readers



## Synopsis

This completely updated edition of an industry classic shows a new generation of editors and designers how to make their publications sing! Readers will find a treasury of practical tips for helping story and design reinforce each other and create powerful pages that are irresistible to readers. Brimming with hundreds of illustrations, *Editing by Design* presents proven solutions to such design issues as columns and grids, margins, spacing, captions, covers and color, type, page symmetry, and much more. A must-have resource for designers, writers, and art directors looking to give their work visual flair and a competitive edge!&#149; Explains sophisticated concepts in simple words and pictures &#149; A perfect desk reference for every kind of publishing medium &#149; Vast audience, with equal appeal to designers, writers, publishers, teachers, and students

Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a *New York Times* bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

## Book Information

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## Customer Reviews

Jan V. White is an award-winning graphic designer and communication design consultant with over 50 years of experience. The author of 12 books on visual techniques in publishing, he lives in

Westport, CT.

Bought this as a new book. Such a great price and such an interesting book. Needed it for a college class but actually found myself just reading it for fun. It is laid out so differently than most books and is so captivating.

One of the Best books for layouts. I have dozens of layout books, this one is top books with great content and includes great examples of layouts, components, content, editing and defining a style with treatments. Wish I would of found this book many years ago when I was studying. This book is priceless and if your looking to learn something about layouts and putting content on them; not just a single page but a publication it will help you understanding tempo and flow. This book is a bible.

First of all, if "Conflicted" found the book difficult to follow, so be it. Mileage varies from person to person. And I will agree, the cover is a disappointment. However, the part you couldn't read was a design element, not intended as text to be read; the **\*\*title\*\*** is printed in clear letters at the top of the cover. Second, this book is intended for beginners and - since we supposedly learn 90% of everything we **\*ever\*** learn by example - it tries to teach as much by example as by assertion. Hence, the informal style and wonderful profusion of examples. While **\*\*shows\*\*** as well as tells on almost every two-page spread - that's one of the major strengths of the book, in my opinion. Instead of distracting the reader by content-specific illustrations, he chose **\*\*very carefully\*\*** hand-drawn illustrations - and, by the way, mostly black and white to keep the book affordable. And for all that concrete terminology you couldn't find - try the Glossary that begins on p. 241. As I said, your mileage may vary. But to me, this book presents the basic concepts of page and type design for the beginner in a way that really worked for me. 30 years later, I still value it!

as expected

this has to be the **BEST** book I've read in a long, long while about the whys and why-nots, the do's and don'ts of editorial layout, with snappy writing and plenty of fun illustrations that reinforce the text. Good for students as well as designers who need a refresher on tight layout. I first purchased the kindle version, but it was so good I bought the book.

Editing by Design is has been valuable in understanding how carefully crafted, polished words often

must be rehoned to conform to publication design; understanding the marriage between content and form, why a smooth editor/designer collaboration can be most impactful. Stuffed full of illustrations, creative solutions, and ideas to kick-start a creative mind. Besides all that, it's just fun to read.

Rather than reiterating what other reviewers have already done a great job of covering, I'll simply put my proverbial 2 cents worth in for my favorite feature of the book. Anyone who has taken design classes or read many design books has seen that the authors almost always instruct the reader to sketch out "roughs" of ideas on paper while doing the initial brainstorming on a design. This is the only book I've run into with any quantity of such sketches included. It's always a pleasure to see an author put their money, or in this case their page space, where their mouth is. Nicely Done.

Got the Kindle version to read on the iPad. The content of this book was valuable but the conversion to digital was not kind to the quality of the images used to illustrate the concepts being described. They are fuzzy and low resolution. The illustrations are one of the most valuable parts of the publication so it is a shame that they did not convert clearly.

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