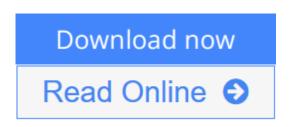# Layout Essentials: 100 Design Principles for Using Grids

By Beth Tondreau

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Adhering to certain layout and grids standards and principles is important for any job from brochures, to annual reports, to posters, to websites, to publications. However, knowing how to bend the rules and make certain grids work for the job at hand takes skill.
This book will outline and demonstrate basic layout/grid guidelines and rules through 100 entries including choosing the a typeface for the project, striving for rhythm and balance with type, combining typefaces, using special characters and kerning and legibility. These essentials of grid design are critical to the success of any job.

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Layout Essentials: 100 Design Principles for Using Grids By Beth Tondreau Bibliography

- Sales Rank: #874064 in Books
- Brand: Rockport Publishers
- Published on: 2009-02-01
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 10.25" h x .88" w x 8.75" l, 2.28 pounds
- Binding: Hardcover
- 208 pages

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