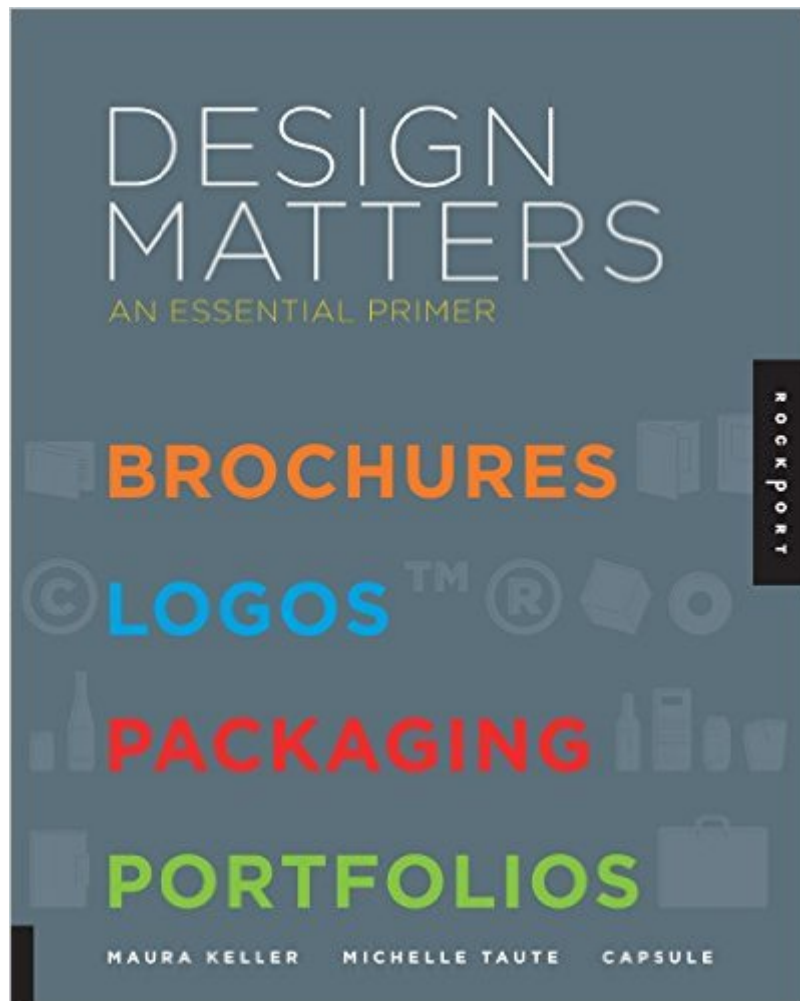


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# Design Matters: An Essential Primer—Brochures, Logos, Packaging, Portfolios



## Synopsis

The design bar is at an all-time high for those brave enough to participate in the industry. Today's designers must be clear on all the steps necessary to create work that stands out in an increasingly competitive marketplace. Unfortunately, most design books only focus on type, color, and layout issues. The Design Matters series takes a more in-depth approach, allowing designers to learn not only how to create work that is aesthetically appealing, but also strategy-driven and smart. This compilation features the best of the Design Matters series, indispensable guides to design, in one handy volume. Design Matters focuses on developing, creating and implementing brochure designs, logo designs, packaging, and portfolios. The compendium includes all the essential information needed to execute strong designs in concert with beautiful and well-crafted examples, so that designers can successfully hit the mark every time.

## Book Information

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## Customer Reviews

I am using this book as a textbook to learn about graphic design. If you are doing the self taught route, you will need this book. It has everything, from principles of design to case studies. It goes through advertising, logos, brands and everything.

This book is a great inspiration on how a designer prepares in order to impress his employee. Great layout, great tutorial and critical thinking, I would recommend this for any designer or undergraduate student who major in design or graphic design.

great book. full of lots of insight, highly recommend.

Excellent resource

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