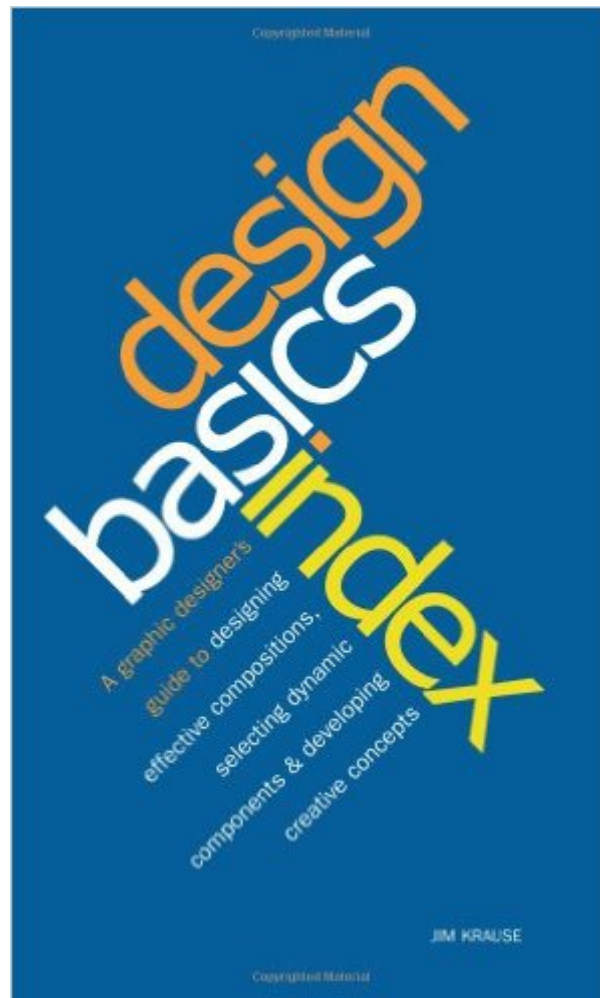# Design Basics Index

Synopsis

Master the 3 C's of Head-Turning Design!Cover your basics with the book that covers everything from typography and color to layout and business issues! Jim Krause, author of the popular Index series, guides you through the understanding and practice of the three elements every successful visual design must have:Components: Learn how to get the most out of the photos, illustrations, icons, typography, linework, decoration, borders and backgrounds you use within your design.Composition: Practice combining the components of a design in a visually appealing way by using the principles of placement, grouping, alignment, flow and spacing to create a pleasing, cohesive design.Concept: Utilize the intangible elements of theme, connotation and style to present and deliver your message in a way that will wow your clients every time.Whether you're a new, mid-level or experienced designer who is brainstorming ideas or finalizing your presentation, this handy-to-use, take-it-with-you book will instruct and inspire you to new heights of creativity.

Book Information

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Customer Reviews

Experienced designer Jim Krause knows his stuff, and Basic Design Index is far and away the best of his 'Index' books for this publisher. This installment isn't a book that will win awards-- or second looks, even-- for flourishing a lot of trendy styling. There are some great books out there if that's what you are looking for, but this isn't one of them. As the name says, it's about basics, or a classic, professional, practical approach.The book has many exploratory exercises or practice projects for the designer. Throughout it, Krause shows layouts produced using a basic set of photographic,

header and body copy elements. He walks us through what works from these finished layouts, and what doesn't, and why. Design books usually show you the single way a piece saw print. This book's mock layouts suggest the multiplicity of ways components A, B, C and D could have been combined; there are, helpfully, more "don't" examples here than "do's". Krause also shows subtle ways to create flow in a layout, the creation of good relationships between objects on a page, and the things that can creep into work and sabotage it by working at cross purposes to clarity and unity.Design Basics Index could function well as a supplemental book for those in a graphic design program. I have many years of design behind me, and I like to keep the book close by as a touchstone or a pocket source of friendly little reminders. As a resource, it manages to make some design bells go off for me most times I pick it up. That's the best endorsement I can give the book.If you are a design master, or an avowed design martian, and feel convinced you can't learn anything from a book of this sort, you are probably right. To each his/her own. But for me, it fills a small niche very neatly.

A beautiful, practical book--full of passion and inspriration. I love design, and have practiced and taught it for a long time. I have several books that cover parts of what I think is important about design, but this is the first that seems to cover everything under one roof--and in a way that is both elegant and up-to-date, far-reaching and concise. The author does not make many (if any) proclamations or "rules" about design--he seems more interested in describing parameters and then encouraging the reader to find their own visual voice. (He also seems more interested in teaching design than showing off--a rare thing amount current how-to books.) But the best thing about this book, the thing that really sets it apart, is the section on concepts near the end. Experienced designers all know that Concept is King, and yet how many basic design books even talk about the subtleties of theme and concept? Very few! In this book, concept is addressed quite elegantly, quite beautifully and in plain, approachable language. I wish that I could give every new designer a copy of this book (along with Idea Index and Color Index--I keep a copy of each on my desktop).

I am a military journalist, deployed to Iraq. I also have the privilege of designing a unit publication. This book is a wonderful survey of design for all levels -- whether it serves as a refresher for veterans, or a basis for beginners.The pliable plastic cover is thicker than expected and, subsequently, super durable (and waterproof to boot!); and the books slim profile allows it to easily survive trips in suitcases, cargo pockets, or even the sands of Iraq!The pages are filled with amazing tips and exercises, which can be used personally or, in my case, to teach my troops new

skills.I use it for inspiration and as a "why and wherefore" for my design decisions.One of the best design books I own, apart from its great on-the-go transportability!

This is an absolutely fantastic book on design basics and principles. Filled with samples. It's not the type of elaborate samples that you see in some design showcase books (I personally don't find those types of samples all that helpful anyhow) but more realistic samples for the high-volume designer. And lots of notes on what's good and bad about different examples. Great discussions of principles etc. This was a particularly good book for me because I learned design on the job. I've been working in graphic design for nearly 10 years, but I didn't have formal training in it. And although I've picked up on some of these principles over time, it was great having them spelled out. And the book's an easy read (not overly wordy) and everything's categorized so neatly (emphasis, flow, alignment, etc.). It must have taken forever just to create so many little samples! I highly recommend this to someone new to design, but even someone who's been designing for ages can find this a great reference. I know I will! I checked this out of the library and can't wait to get my own copy!!!

This is a solid primer. In fact so solid that upon showing it to my design professor/good friend, he decided to place it in his curriculum.However, it's not without flaws:firstly, a lot of the designs shown as examples are a bit dated and often dont show of the concepts as well as one would hope.There are a few widows, orphans and other typographical faux-pas, not really the best thing for a book about design and layout.The size is hit or miss, I personally love it but my professor thinks it awkward.Keep that in mind and the fact that some of the terms he uses may be different than your training and I think it's solid.Got me going in design and now I'm a beast. HahahaNo seriously, great for beginners.

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