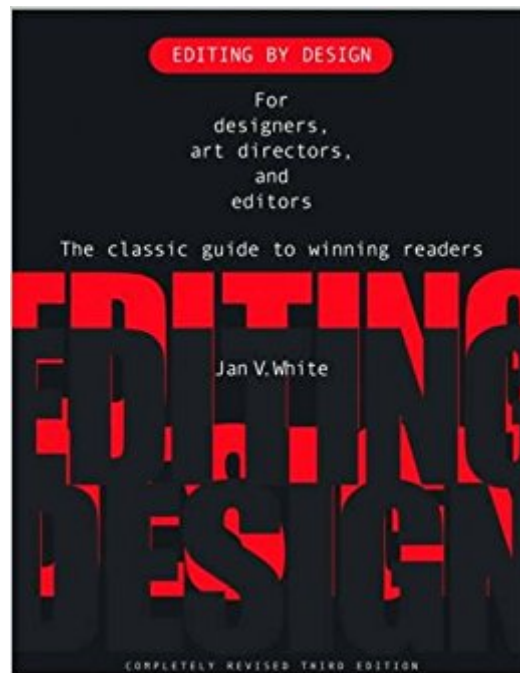




The book was found

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! Explains sophisticated concepts in simple words and pictures; A perfect desk reference for every kind of publishing medium; 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

Paperback: 256 pages

Publisher: Allworth Press; 3rd edition (September 1, 2003)

Language: English

ISBN-10: 1581153023

ISBN-13: 978-1581153026

Product Dimensions: 8.5 x 8.5 x 11 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 38 customer reviews

Best Sellers Rank: #362,436 in Books (See Top 100 in Books) #91 in Books > Arts &

Photography > Graphic Design > Commercial > Book Design #97 in Books > Textbooks >

Humanities > Design #170 in Books > Arts & Photography > Graphic Design > Typography

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. White ****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.

[Download to continue reading...](#)

Editing by Design: For Designers, Art Directors, and Editors--the Classic Guide to Winning Readers
What Editors Do: The Art, Craft, and Business of Book Editing (Chicago Guides to Writing, Editing, and Publishing)
Editors on Editing: What Writers Need to Know About What Editors Do
Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students
The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors and Cinematographers
Children's Writer's & Illustrator's Market: 1000+ Editors, Agents and Art Directors Who Want Your Work
Children's Writer's & Illustrator's Market, 2000: 800 Editors & Art Directors Who Buy Your Writing & Illustrations
Society of Publication Designers: 34th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 34)
Editing Canadian English: A Guide for Editors, Writers, and Everyone Who Works With Words
Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students
Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students
Editing Fact and Fiction: A Concise Guide to Book Editing
Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition)
Developmental Editing: A Handbook for Freelancers, Authors, and Publishers (Chicago Guides to Writing, Editing, and Publishing)
Collaboration in Theatre: A Practical

Guide for Designers and Directors AUTOPSY OF A LIVING SUBJECT: Fundamentals of Analysis of Dramatic Literature for Actors, Directors, and Designers Script Analysis for Actors, Directors, and Designers Blackjack Strategy: Winning at Blackjack: Tips and Strategies for Winning and Dominating at the Casino (Blackjack, Counting Cards, Blackjack Winning, Good at Blackjack, Black Jack, Card Counting) Drawing Basics and Video Game Art: Classic to Cutting-Edge Art Techniques for Winning Video Game Design Winning Lacrosse for Girls (Winning Sports for Girls) (Winning Sports for Girls (Paperback))

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)