



# White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design

By Rebecca Hagen, Kim Golombisky

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Designing a website or brochure without an art background? Then step away from the computer and read this engaging, conversational introduction to visual communications first. Written for the beginner, *White Space is Not Your Enemy, Second Edition*, is a practical graphic design and layout guide that introduces the concepts and practices necessary for producing effective visual communication across a variety of formats--from web to print. This beautifully illustrated, full-color book covers all of the basics to help you develop your eye and produce evocative designs that work. Topics include: What is design? Pre-design research and brainstorming. The "works-every-time layout" and "13 layout sins." The elements and principles of design. Layouts for impact. Getting along with type. Choosing and using color. Working with photos and illustrations. Intros to infographics, storyboarding and multimedia components. Output for the web and print.

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#### Review

"This is a lavishly illustrated and 'well finished' book that will repay careful study...Useful and inspiring." - I-Programmer

"I found myself very engaged in spite of the fact that as a design professor I know this stuff already" -- Jennifer George-Palilonis, Ball State University

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#### About the Author

Rebecca Hagen taught public relations and design courses at the University of South Florida School of Mass Communications. She is currently the president and principal designer of Sky Lake Design Studio, a graphic design firm in Tampa, Florida.

A former advertising and public relations pro, Kim "Dr. G." Golombisky is an award-winning teacher and scholar at the University of South Florida.

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