



Layout Workbook: A Real-World Guide to Building Pages in Graphic Design

Kristen Cullen

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New in Paperback! An inspired resource for creating excellent layouts *Layout Workbook* is one of five volumes in Rockport's series of practical and inspirational workbooks that cover the fundamental areas of the graphic design business. In this edition, author Kristin Cullen tackles the often perplexing job of nailing down a layout that works.

More than a collection of great examples of layout, this book is an invaluable resource for students, designers, and creative professionals who seek design understanding and inspiration. The book illuminates the broad category of layout, communicating specifically what it takes to design with excellence. It also addresses the heart of design—the how and why of the creative process.

Cullen approaches layout with a series of step-by-step fundamental chapters (a "how-to" of layout) addressing topics such as The Function of Design, Inspiration, The Design Process, Intuition, Structure and Organization, The Interaction of Visual Elements, Typography, and Design Analysis. The book offers inspirational quotations and a unique, progressive design that truly reflects its content.

Layout Workbook: A Real-World Guide to Building Pages in Graphic Design Details

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Author : Kristen Cullen

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Pelly Sianova says

Another Rockport's Workbook series that I like.

Black Elephants says

The *Layout Workbook* is really just a fun and pretty book to flip through. The writing can be inspirational but it doesn't really go into depth. There are great examples of beautiful layout design.

Jenn says

obviously written by a graphic designer, this book is heavy on visuals and low on text. very basic information, good for someone who has never had any sort of introduction to the basics of graphic design.

Alyssa says

The workbook collection is a golden tool for designers and marketers alike. It has definitely spurred my imagination.

Christine Røde says

This was the first book I ever bought about design. It was a huge inspiration for 17 year old me.

Riitta Toivonen says

Inspiring and competent - every page presents beautiful and well-functioning examples to explain the principles that underlie outstanding graphical design. Includes sets of questions to assess your own design: does it fulfill every requirement an excellent design should? Clearly written and insightful, this book gives guidance on everything from the design process through selecting typefaces to nurturing your inspiration.

Emily says

Great explanations and the book provides many great portfolios of work to reference in future design projects.

R.Friend says

At first glance, I wasn't that impressed; in fact, I'd passed it over several times on the bookshelf in favor of something else... But being a fan of just about everything Rockport publishes in their design series, I finally looked at this one more closely--and needless to say, I bought it.

I think what had initially turned me off was the page design itself. Some of the graphic devices and type choices used in the book's narrative still feel dated to me, but the work presented within is well worth it.

Whitney says

A decent book for design fundamentals, but analysis-wise... I felt it was lacking in vocabulary. It was as if Cullen didn't know how to expand on the second half of the book, which she had decided to dedicate entirely to analysis. I wanted to know what really made those designs have their own pulse.

Katie says

Ironically, I wasn't a fan of the layout of this book. I did enjoy the examples, and the educational sections were very informative.

Jessica says

I am still reading this; if I mark it read, I will complete it much more quickly, however.

I very much like how it is written and the inspiration-compiling arrangement of information with visual examples, industry takes strewn throughout - never too forcefully and as if for taking or leaving. The opening quote by Degas, "Art is not what you see, but what you make others see" is an especially fantastic intention-setter, and the author follows through with that purposing very extensively.

I read a review dismayed about the lack of a literal workbook in this selection, and so, I'm not disappointed by its absence. Again, the work examples augment the book's points of discussion very well.
