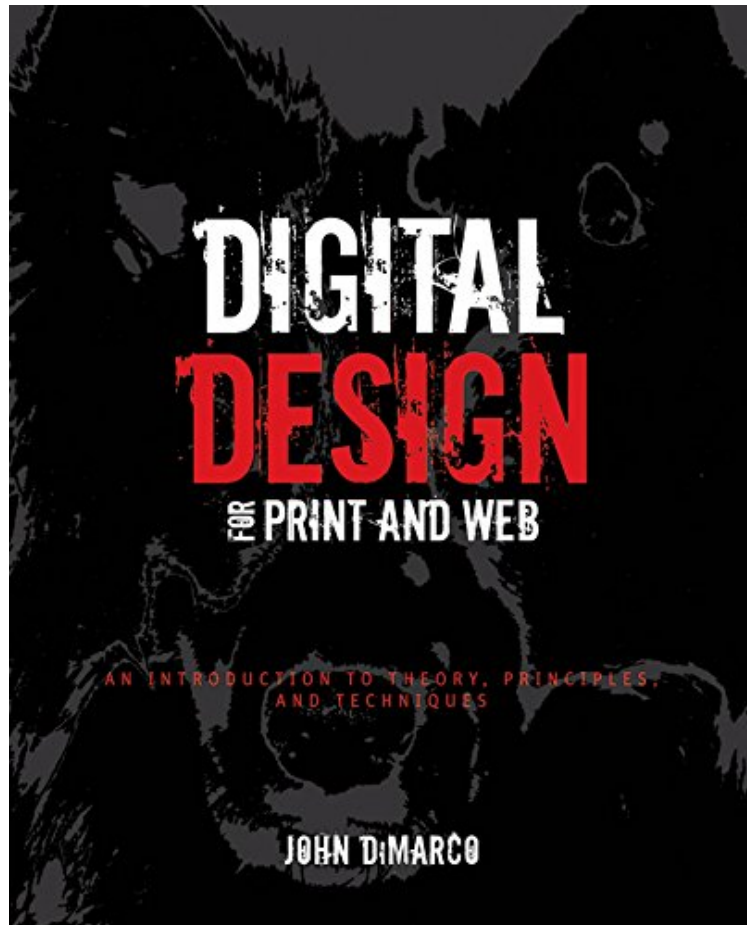


[Free] Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques

Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques

John DiMarco

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John DiMarco : Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques:

0 of 0 people found the following review helpful. Not worth it
By emlikesreading
Part 1, "Theories and Principles" is an introduction to types of communication, research and planning, and design principles like colour theory. It's very basic.
Part 2, "Techniques" tries to teach the reader Photoshop, Illustrator, InDesign, Fireworks and Dreamweaver but doesn't mention the versions of the software being referenced. The book was published in 2010 so I assume it's referring to Adobe CS4, but it also mentions using Adobe Pagemaker, which is a product that was discontinued in 2004... The second part of the book is therefore not very useful.
0 of 1 people found the following review helpful. Five Stars
By MFor school
1 of 4 people found the following review helpful. had to buy it for class
By Caitlin
Had to buy it for class- but I did take a look through it a couple times. My professor actually wrote it and he did an alright job. He

has lots of pictures and step by steps so if you're an avid web designer- go for it.

The all-inclusive guide from theory to practice for print and Web design Any well-conceived print or Web design features the dynamic interplay between visual artistry and technical skill. It becomes important, therefore, for the designer to cultivate an aesthetic eye as well as develop a high degree of computer savvy. By combining basic theory with hands-on technique, *Digital Design for Print and Web* takes the unique approach of uniting two subjects traditionally approached separately into one complete volume. As a result, you will gain a clearer understanding of the entire creative process, from project management to working with graphics to designing for print and, ultimately, the Web. In this book, you'll find: Full-color text and illustrated, step-by-step instruction supported by more than 75 video tutorials Coverage of professional software including the Adobe Creative Suite A wide variety of inspirational images from well-known designers Online full-length project assignments from entry level to advanced An ideal resource for design students or practitioners, *Digital Design for Print and Web* will show you to how to create more effectively and guide you on the path toward digital design mastery.

About the Author JOHN DiMARCO, PhD, is Assistant Professor at St. John's University as well as creator and founder of PortfolioVillage.com. He is the author of *Web Portfolio Design and Applications* and *Computer Graphics and Multimedia: Applications, Problems, and Solutions*.