



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

*Rebecca Hagen, Kim Golombisky*

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Designing a brochure or web site without an art background? Step away from the computer and read this breezy introduction to visual communications first. Written for non-designers, *White Space is Not Your Enemy* is a practical graphic design and layout text introducing the concepts and practices necessary for producing effective visual communications across a variety of formats, from print to Web.

This beautifully illustrated, full-color book covers the basics to help you develop your eye and produce attractive work. Topics include:

- \* The basics of effective design that communicates its intended message
- \* Pre-design planning
- \* 13 Layout Sins to avoid
- \* Basic typography
- \* Working with color
- \* Storyboarding for video, Web, and presentations
- \* Information graphics
- \* Mini Art School--all the basics in one chapter
- \* Outputting your work

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