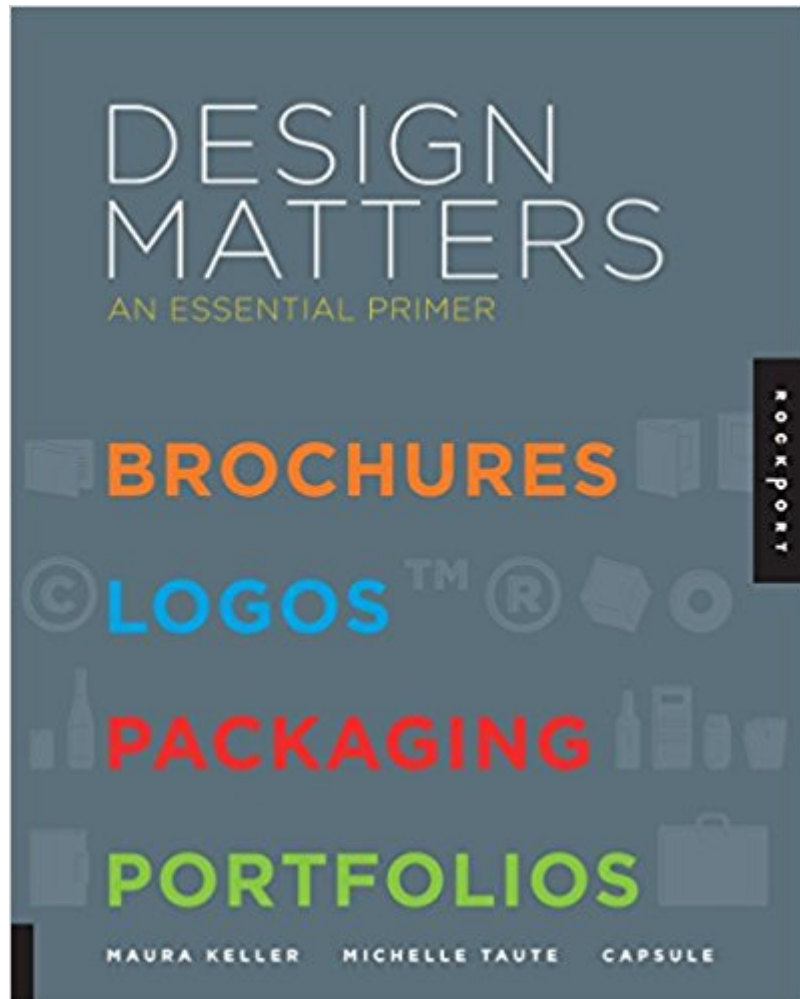# Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolios

Synopsis

The design bar is at an all-time high for those brave enough to participate in the industry. Today's designers must be clear on all the steps necessary to create work that stands out in an increasingly competitive marketplace. Unfortunately, most design books only focus on type, color, and layout issues. The Design Matters series takes a more in-depth approach, allowing designers to learn not only how to create work that is aesthetically appealing, but also strategy-driven and smart.This compilation features the best of the Design Matters series, indispensable guides to design, in one handy volume. Design Matters focuses on developing, creating and implementing brochure designs, logo designs, packaging, and portfolios. The compendium includes all the essential information needed to execute strong designs in concert with beautiful and well-crafted examples, so that designers can successfully hit the mark every time.

Book Information

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Customer Reviews

I am using this book as a textbook to learn about graphic design. If you are doing the slef taught route, you will need this book. it has everything, from principals of design to case studies. it wals through advertising, logos, brands and everything.

This book is a great inspiration on how a design prepare in order to impress his employee. Great layout, great tutorial and critical thinking, i would recommend this for any designer or undergraduate student who major in design or graphic design

great book. full of lots of insight, highly recommend.

Excellent resource

Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolios Design Matters: Logos 01: An Essential Primer for Today's Competitive Market (v. 1) Design Matters: Portfolios 01 Premier League Club Logos: Coloring book on the premier league club logos with information on each team. Great for kids and adults and makes an ideal gift. LOIS Logos: How to Brand with Big Idea Logos The Bigger Book of John Deere: The Complete Model-by-Model Encyclopedia Plus Classic Toys, Brochures, and Collectibles Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Package Design Workbook: The Art and Science of Successful Packaging Structural Packaging: Design Your Own Boxes and 3D Forms H-Point 2nd Edition: The Fundamentals of Car Design & Packaging Packaging Design: Successful Product Branding From Concept to Shelf Fashion Packaging Design Why Architecture Matters (Why X Matters Series) Humility Matters: Toward Purity of Heart (The Matters Series) Lectio Matters: Before the Burning Bush (The Matters Series) Professional Model Portfolios: A Step-By-Step Guide for Photographers Posing Techniques for Photographing Model Portfolios Paris Rooms: Portfolios from 34 Interior Designers The North American Indian: The Complete Portfolios Microsoft Project Server 2013 Managing Projects and Portfolios