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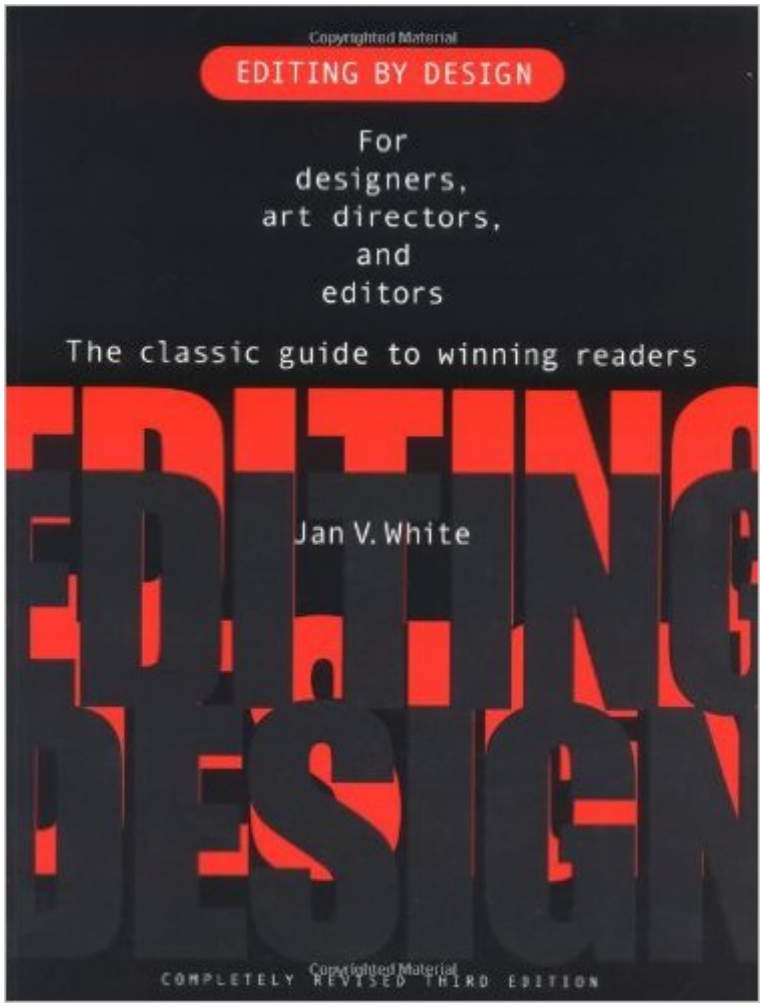
Editing By Design: For Designers, Art Directors, And Editors--the Classic Guide To Winning Readers



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Synopsis

This completely updated edition of an industry classic shows a new generation of editors and designers how to make their publications sing! Readers will find a treasury of practical tips for helping story and design reinforce each other and create powerful pages that are irresistible to readers. Brimming with hundreds of illustrations,Â Editing by DesignÂ presents proven solutions to such design issues as columns and grids, margins, spacing, captions, covers and color, type, page symmetry, and much more. A must-have resource for designers, writers, and art directors looking to give their work visual flair and a competitive edge!• Explains sophisticated concepts insimple words and pictures • A perfect desk reference for every kind of publishing medium • Vast audience, with equal appeal to designers, writers, publishers, teachers, and studentsAllworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don’t aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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Customer Reviews

No one has done more to rationalize the design process than Jan V. White. For over twenty-five years, previous editions of Editing by Design has mentored a generation of designers, editors,

advertising managers, and business owners in the ways of rational, results-oriented, reader-friendly design.As an enthusiastic reader from the early days, I was initially somewhat apprehensive when Jan White first announced a new edition of his classic book.But, I needn’t have worried. Everything that was great about the earlier versions is still there, but so much more has been added. New examples, new illustrations, and new ideas about designing attractive, easy-to-read publications.Jan’s distinctive writing style is complemented by literally hundreds of illustrations which bring his words to life in a clear and unambiguous way.If you’re responsible for creating print materials that succeed, Editing by Design belongs belongs next to your bed and next to your computer.

When I happened upon this book in my favorite local bookstore (sorry, !), it was a revelation! It laid out, page after page after page, the rationale for design and layout, with accompanying illustrations of the principles discussed. What was so welcome in this book was the clear, succinct, take-nothing-for-granted approach. Everything is explained and illustrated. As an introduction to page and publication desgin and layout, it is a marvel. Knowing the author’s background and "credentials" added extra assurance to my reading.Some of the observations in this book may be limited to print media. Web designers, for example, will want to consider additional sources (such as "Don’t Make Me Think"). However, what both print and web design have in common is found here: the rhyme and reason for headlines, how we "scan," how we read things in our Western culture (left-to-right, top-to-bottom), appropriate juxtapositon of explanatory text with pictures/graphics, and more.I can see why this book has been a standard reference in its field for years.

This book should be on the must-read list of every designer, editor and art director. It presents all the do’s and don’ts of page layout in a clear and easy to grasp way with wonderful illustrations of all the topics discussed. If I may suggest something to the publisher - please translate it to other languages so even more people can enjoy this book.Don’t hesitate for a second - if you want to know how to win satisfied readers just buy this book!

Rather than reiterating what other reviewers have already done a great job of covering, I’ll simply put my proverbial 2 cents worth in for my favorite feature of the book.Anyone who has taken design classes or read many design books has seen that the authors almost always instruct the reader to sketch out "roughs" of ideas on paper while doing the initial brainstorming on a design. This is the only book I’ve run into with any quantity of such sketches included.It’s always a pleasure to see an

author put their money, or in this case their page space, where their mouth is.Nicely Done.

I haven’t gotten into it yet and it’s possible it’s the best book of design out there, but judging by the cover -- which I can’t believe I didn’t notice before I bought it -- it’s going to be disappointing. Surely the title of a book about design should be readable! This cover is an ugly mess.

Whether you’ve been designing layouts for 2 minutes or 20 years, this is an absolutely invaluable book with something for every experience level. The friendly, inviting writing style draws you right in and never makes you feel stupid. I regularly go back through this book and find something new that improves my work.If you only buy one design book, this is the one to get.

Thanks to Robin Williams (The Non-Designer’s Design Book) for her bibliography, which recommended that I carefully considered Editing by Design, among others. This book proved to be everything I hoped for. A serious value at a great price!I also purchased Allen Hurlberts book "the grid" for which I forked over an outlandish $60.00. This price does not reflect the real value in constrast to White’s book. Although I expected more, Hulbert’s book is grid specific by intent, that is why I purhcased it. However, I just don’t see $60.00 value when I also compare it to Kimberly Elam’s "Grid Systems" which for $11.53 outshines Hurlberts. Editing by Design offers full spectrum coverage for design. It’s a cool book. Reading it takes me back to class where I get to sit at the feet of a master.Buy this book, you will not be dissapointed! With this one you definately get what you pay for and much, much more.Deepak Chopra is right! "The eye refuses to see what the mind does not know."

I have probably never learned more about any subject than I have with this book. Being the eternal student, I can be critical if a book doesn’t teach me anything new, or pads itself out with extraneous rot. This book does neither of these things. It is concise, incredibly comprehensive, clear, honest and delivers much much MUCH. How I would love to get inside this man’s brain and/or have him partner my business! The attention to detail and range of example is exhilarating. An exemplary work that could very well have delivered the bones of my entrepreneurial idea, or at the very least, given me the vim and knowledge to execute it. Thank you, Mr White.

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