

Digital Design Essentials 100 Ways To Design Better Desktop Web And Le Interfaces

Digital Design Essentials 100 Ways to Design Better Desktop, Web, and Mobile Interfaces Design Essentials

The essential interaction design guide, fully revised and updated for the mobile age About Face: The Essentials of Interaction Design, Fourth Edition is the latest update to the book that shaped and evolved the landscape of interaction design. This comprehensive guide takes the worldwide shift to smartphones and tablets into account. New information includes discussions on mobile apps, touch interfaces, screen size considerations, and more. The new full-color interior and unique layout better illustrate modern design concepts. The interaction design profession is blooming with the success of design-intensive companies, priming customers to expect "design" as a critical ingredient of marketplace success. Consumers have little tolerance for websites, apps, and devices that don't live up to their expectations, and the responding shift in business philosophy has become widespread. About Face is the book that brought interaction design out of the research labs and into the everyday lexicon, and the updated Fourth Edition continues to lead the way with ideas and methods relevant to today's design practitioners and developers. Updated information includes: Contemporary interface, interaction, and product design methods Design for mobile platforms and consumer electronics State-of-the-art interface recommendations and up-to-date examples Updated Goal-Directed Design methodology Designers and developers looking to remain relevant through the current shift in consumer technology habits will find About Face to be a comprehensive, essential resource.

This unique book contains all topics of importance to the analog designer which are essential to obtain sufficient insights to do a thorough job. The book starts with elementary stages in building up operational amplifiers. The synthesis of opamps is covered in great detail. Many examples are included, operating at low supply voltages. Chapters on noise, distortion, filters, ADC/DACs and oscillators follow. These are all based on the extensive amount of teaching that the author has carried out world-wide.

Brand Identity Essentials, Revised and Expanded outlines and demonstrates basic logo and branding design guidelines and rules through 100 principles. These include the elements of a successful graphic identity, identity programs and brand identity, and all the various strategies and elements involved. A company's identity encompasses far more than just its logo. Identity is crucial to establishing the public's perception of a company, its products, and its effectiveness—and it's the designer's job to envision the brand and create what the public sees. Brand Identity Essentials, a classic design reference now updated and expanded, lays a foundation for brand building, illustrating the construction of strong brands through examples of world-class design. Topics include: A Sense of Place, Cultural Symbols, Logos as Storytellers, What is "On Brand?", Brand Psychology, Building an Online Identity, Managing Multiple Brands, Owning an Aesthetic, Logo Lifecycles, Programs That Stand Out, Promising Something, and Honesty is Sustainable The new, revised edition expands each of the categories, descriptions, and selections of images, and incorporates emergent themes in digital design and delivery that have developed since the book first appeared. Brand Identity Essentials is a must-have reference for budding design professionals and established designers alike.

Designing Magazines

An Olives Cookbook Filled with 50 Delicious Olive Recipes (2nd Edition)

Your one-stop-shop for life improvement and success with women

The Essentials of Interaction Design

Design Essentials for the Motion Media Artist

100 Ways to Love Your Ex Again

With Adobe Software

Adhering to certain layout and grids standards and principles is important for any job from brochures, to annual reports, to posters, to websites, to publications. However, knowing how to bend the rules and make certain grids work for the job at hand takes skill. This book outlines and demonstrates basic layout/grid guidelines and rules through 100 entries including choosing a typeface, striving for rhythm and balance with type, combining typefaces, using special characters and kerning and legibility. These essentials of grid design are critical to the success of any job.

An easy-to-follow primer on the fundamentals of digital game design The quickly evolving mobile market is spurring digital game creation into the stratosphere, with revenue from games exceeding that of the film industry. With this guide to the basics, you'll get in on the game of digital game design while you learn the skills required for storyboarding, character creation, environment creation, level design, programming, and testing. Teaches basic skill sets in the context of current systems, genres, and game-play styles Demonstrates how to design for different sectors within gaming including console, PC, handheld, and mobile Explores low-poly modeling for game play Addresses character and prop animation, lighting and rendering, and environment design Discusses the path from concept to product, including pre- and post-production Includes real-world scenarios and interviews with key studio and industry professionals With Game Design Essentials, you'll benefit from a general-but-thorough overview of the core art and technology fundamentals of digital game design for the 21st century.

This book is the perfect desk reference for anyone who designs or works with designers. It reduces the complexities of today's design work into seven basic elements: Research, Typography, Contrast, Layout, Grid Systems, Identity Design and Critique & Analysis. These seven fundamentals of design are examined separately in compelling chapters that show designers how to:- Create dynamic layouts with visual tension and asymmetrical balance- Recognize and solve color problems- Use grids to design multiple pages of the same publication- Design memorable logos and logotypes Every topic is explained through an analysis of good and bad examples, anecdotes and other instruction. The closing chapter discusses how all of the elements blend together, illustrated by a gallery of inspirational design work. A must for anyone who works in visual communication. Allison Goodman has been a practicing designer for twenty years in the fields of print, information and environment and digital design. A CD-ROM produced by her students received numerous awards, including the American Center for Design 100 Award and the Milia New Talent Award. She lives in Glendale, California.

A Proven, Step-By-Step Method To Become Fashion Designer Fashion designing is becoming a hot field. There are people who want to become successful in this industry but don't know where to start and how to become successful if they are already in that. It's a very competitive industry and to become successful you need to learn

certain strategies. This book goes into details about this industry and what we need to do for becoming a fashion designer. First and foremost you should see whether its your dream career and then you should learn everything related to this field. Here Is A Preview Of What You'll Learn... Chapter 1: Is Fashion Design the Right Career for You? Chapter 2: The Basic Principles in Fashion Design Chapter 3: Getting Ready with Self Study Chapter 4: Different Areas of Fashion Design Much, much more! Purchase your copy today!Take action right away to Become Fashion Designer by Purchasing this book "The Ultimate Guide To Become A Fashion Designer:How To Be A Successful Fashion Designer".

Skills, Software, and Creative Solutions

The Little Black Book of Design

About Face 3

A Practical Guide to Principles & Techniques

iPhone iOS4 Development Essentials - Xcode 4 Edition

Christmas Designs Coloring Book

Do you feel overwhelmed by all the stuff in your home? Is your home office a messy file drawer of papers? Do you want to get organized, but you do not know where to start? This book will help you look at your stuff differently and put you on the right track to get organized and stay organized, so you can better enjoy life. We will consider the real value of our possessions. Is "real value" a dollar amount? Or the usefulness of the item? Or how it makes you feel? There are many ways to consider an item's value, none of them right or wrong. Everything is relative in terms of what is really important to you, whether it be your time, your space, or your stuff.

A comprehensive guide to UI design, providing key features and functional requirements, best practices and design guidelines, and components of the user experience of the application, illustrated with "live" case study examples.

Providing superb coverage of classical hardware design for both combinational and sequential logic circuits, this text takes a contemporary approach to design with modern Cad tools. Its extensive use of software (including Xilinx's Student Edition of Foundation Series); enlivens the numerous examples and offers insight into actual industrial practices.

This workbook is designed for use with the Graphic Communications: Digital Design and Print Essentials textbook. The workbook questions, illustrations, and activities are provided to help you assess your knowledge of the material contained in each chapter of the textbook. The exercises serve as a thorough guide for study and will help you improve your understanding of the graphic communications industry, the processes involved in graphic production, and the various forms of printing technology that are changing the industry.

Why Can't We Be Friends

With Best Practice Business Analysis and User Interface Design Tips and Techniques

Digital Influencer

Analog Or Digital- A Telling Time Book for Kids

100 Ways to Design Better Desktop, Web, and Mobile Interfaces

Graphic Design Essentials

Real Value New Ways to Think About Your Time, Your Space & Your Stuff

Whether you're designing consumer electronics, medical devices, enterprise Web apps, or new ways to check out at the supermarket, today's digitally-enabled products and services provide both great opportunities to deliver compelling user experiences and great risks of driving your customers crazy with complicated, confusing technology. Designing successful products and services in the digital age requires a multi-disciplinary team with expertise in interaction design, visual design, industrial design, and other disciplines. It also takes the ability to come up with the big ideas that make a desirable product or service, as well as the skill and perseverance to execute on the thousand small ideas that get your design into the hands of users. It requires expertise in project management, user research, and consensus-building. This comprehensive, full-color volume addresses all of these and more with detailed how-to information, real-life examples, and exercises. Topics include assembling a design team, planning and conducting user research, analyzing your data and turning it into personas, using scenarios to drive requirements definition and design, collaborating in design meetings, evaluating and iterating your design, and documenting finished design in a way that works for engineers and stakeholders alike.

UX Design and Usability Mentor Book includes best practices and real-life examples in a broad range of topics like: UX design techniques Usability testing techniques such as eye-tracking User interface design guidelines Mobile UX design principles Prototyping Lean product development with agile vs. waterfall Use cases User profiling Personas Interaction design Information architecture Content writing Card sorting Mind-mapping Wireframes Automation tools Customer experience evaluation The book includes real-life experiences to help readers apply these best practices in their own organizations. UX Design and Usability Mentor Book is an extension of best-selling Business Analyst's Mentor Book. Thanks to the integrated business analysis and UX design methodology it presents, the book can be used as a guideline to create user interfaces that are both functional and usable.

A Guide to Cooking with olives. Get your copy of the best and most unique olive recipes from BookSumo Press! Come take a journey with us into the delights of easy cooking. The point of this cookbook and all our cookbooks is to exemplify the effortless nature of cooking simply. In this book we focus on cooking with Olives. The Easy Olive Cookbook is a complete set of simple but very unique olive recipes. You will find that even though the recipes are simple, the tastes are quite amazing. So will you join us in an adventure of simple cooking? Here is a Preview of the olive Recipes You Will Learn: Mediterranean Olive Hummus Italian Mousse Easy Fried Olives Manhattan Party Appetizer 4-Ingredient Pot Roast Dump Dinner Sophia's Dream 6-Ingredient Olives Green Olive Lemon Chicken Breasts Potluck Appetizer Greek Veggie Pizza Vegetarian Orzo Pesto Indian All-Ingredient Crepes How to Make Deviled Eggs Sun Dried Mediterranean Ziti Kalamata Fettuccini A Moroccan Dinner Stuffed Olives African Green Stew Much, much more! Again remember these recipes are unique so be ready to try some new things. Also remember that the

style of cooking used in this cookbook is effortless. So even though the recipes will be unique and great tasting, creating them will take minimal effort! Related Searches: Olives cookbook, Olives recipes, Olives book, Olives, mediterranean cookbook, vegetable recipes, vegetable cookbook

In a complex world, products that are easy to use win favor with consumers. This is the first book on the topic of simplicity aimed specifically at interaction designers. It shows how to drill down and simplify user experiences when designing digital tools and applications. It begins by explaining why simplicity is attractive, explores the laws of simplicity, and presents proven strategies for achieving simplicity. Remove, hide, organize and displace become guidelines for designers, who learn simplicity by seeing before and after examples and case studies where the results speak for themselves.

Layout Essentials

The Ultimate Guide to Become a Fashion Designer

The Catskills

Digital Design and Print Essentials

Easy Olive Cookbook

How to Create Human-Centered Products and Services

Kitty Cat Craze Coloring

Just what you've been looking for! A coloring book with crazy kitties on every page! 30 pages filled with all of your favorite cats doing crazy things! Perfect for any age, and cute enough for the whole family to enjoy!

Master the fundamental concepts and techniques of motion media design so you can apply--and occasionally break--the rules to achieve your communication goals. This authoritative guide presents all of the design essentials in an engaging and inspiring way. Each principle is explained with text, illustration and photography where necessary. An accompanying website will contain any necessary digital files for download, updates and links to other resources. This book outlines and demonstrates basic package design guidelines and rules through 100 principles in the areas of research, planning, and execution. This book is a quick reference and primer on package design, and the principles that make design projects successful. Highly visual and appealing to beginning designers, students, and working designers as a resource. The content helps to establish the rules and guides designers in knowing when and where to bend them. Visual examples demonstrate each principle so readers can see the principle at work in applied design. Featured on Forbes as a "marketing book you have to read before your competition!" As seen on Forbes, Entrepreneur Magazine, Inc. Magazine, Search Engine Land, Marketing Land and more. Take control now! Learn how to become an influencer from veteran UCSD teacher, online marketing consultant and CEO, John Lincoln. This book as exact, step-by-step strategies to reaching influence status. Get it now! It is all for a good cause. 100% of proceeds from the first 1,000 books sold will be donated to families where a member is struggling with cancer. Help us reach our goal. Digital Infleuncer Book Description | by John Lincoln, MBA, CEO, Entrepreneur, UCSD Teacher Who will you be in life? Will you be a follower? Or will you be an influencer? Definition Digital Influencer: An online persona with the power to stimulate the mindset and affect the decisions of others through real or perceived authority, knowledge, position, distribution or relationships. This book does not hold anything back. But neither can you if you want to be an influencer. You have to fully dedicate yourself, otherwise it is impossible. Too often, people believe that influencers are born, not made, and that we can't learn how to do what they do. Wrong! You can become an influencer and do so much more quickly if you are focused and know the right steps to take. This practical guide to becoming an influencer in your industry will explain what influence is and how it works. It will show you how to grow your following, build credibility and develop your identity as an authority in your field. It will provide direction in how to educate yourself, create compelling content, harness the power of social media and engage with your community. It will teach you how to build an online persona that is so powerful, a simple social media update or blog post will be able to affect change in your industry. This process works. I have done this for myself and hundreds of clients. This book is your shortcut to reaching influencer status fast. Instead of wasting decades or even your entire life trying to figure out what you need to do, I'm just going to tell you how it works. I'll also help you develop a personal plan. I am going to start off by giving you some important background information and concepts that are critical to know if you want to become an influencer. As we progress, I will give you more specifics regarding tools, strategies and even a timeline. This book is the complete guide to become a leader and influencer in your industry. Buy it now, it will be one of the best investments you have ever made in your career and life. Short Bio - John Lincoln John Lincoln is CEO of Ignite Visibility and a digital marketing teacher at the University of California San Diego. Lincoln has worked with over 400 online businesses and has generated millions in revenue for clients. He is a noted author on Search Engine Land, Marketing Land, Search Engine Journal and Entrepreneur Magazine and has been featured on Forbes, CIO Magazine, Good Morning San Diego, the Union Tribune and more. Lincoln has been awarded top conversion rate expert of the year, top SEO of the year, best social media campaign of the year and top analytics column of the year. In 2014 and 2015, Ignite Visibility was named #1 SEO company in California and top 2 in the nation.

Low Power Design Essentials

Reset

An ASIC Design Implementation Perspective

UX Design and Usability Mentor Book

Physical Design Essentials

A Guide to Achieving Influencer Status Online

How to Have Great Meetings

Arranged in a format that follows the industry-common ASIC physical design flow, Physical

Design Essentials begins with general concepts of an ASIC library, then examines floorplanning, placement, routing, verification, and finally, testing. Among the topics covered are Basic standard cell design, transistor-sizing, and layout styles; Linear, non-linear, and polynomial characterization; Physical design constraints and floorplanning styles; Algorithms used for placement; Clock Tree Synthesis; Parasitic extraction; Electronic Testing, and many more.

One DVD in pocket.

Christmas Designs Coloring Book: Christmas Coloring This is a time of joy for Christmas, relaxation meditation and blessing, This Christmas Designs Coloring Book theme will help you always access to the happy time, We are provides the different design for this Christmas Designs Coloring Book, Enjoy to Christmas Designs Coloring Book!

This book contains all the topics of importance to the low power designer. It first lays the foundation and then goes on to detail the design process. The book also discusses such special topics as power management and modal design, ultra low power, and low power design methodology and flows. In addition, coverage includes projections of the future and case studies.

Packaging Essentials

100 Design Principles for Using Grids

Fashion Design Essentials

100 Principles for Building Brands

Graphic Communications

Brand Identity Essentials, Revised and Expanded

Title Design Essentials for Film and Video

Hopelessly in a funk with no apparent way out, mortgage industry veteran, Mark Stiles, grasped desperately to the only thing that could help: CHANGE. For the past few years, Mark has been stuck in a life of mediocrity - unfulfilled and simply getting by..... Slowly, but surely, both his personal and professional lives have derailed and are on a one-way track to disaster. Now, after a chance encounter with an old friend and colleague in the business, Mark is presented with a challenging opportunity that can radically change his life. A change that could not only allow him to achieve his dreams and provide an abundant life for his family, but a change that could inject long-forgotten purpose, meaning and fulfillment back into his career and very soul. Whether you're a mortgage veteran or a newbie to the residential mortgage scene, this book is possibly the answer to your problems! It not only provides solutions to the issues you've faced with loan files, but it outlines a proven, strategic framework for re-structuring your life to reach all the goals you've set for yourself and achieve unlimited success. The only question is: are you prepared to hit the Reset button and change?

Creating effective, eye-catching designs and layouts is a matter of both inspiration and practical know-how. This book integrates clear explanations of the concepts behind great design with instruction in the use of the core software packages - Photoshop, Illustrator, and Indesign. It helps beginner learn the essentials of graphic design. Some come to escape the city life. Others come to escape their past. Sometimes there's no escaping it. The Northern Catskill Mountains have always held a certain mystique and draw for those who just want to leave it all behind. Those who call the Catskills home have grown accustomed to the peace and serenity. But every few decades the outside world finds its way in, with violent consequences. Chance encounters, family secrets, destructive relationships and the forces of nature all combine for an explosive ending that could only happen in The Catskills.

Typography Essentials: 100 Design Principles for Working with Type is a practical, hands-on resource that distills and organizes the many complex issues surrounding the effective use of typography. An essential reference for designers since 2009, Typography Essentials is now completely refreshed with updated text, new graphics and photos, and a whole new look. Divided into four sections—The Letter, The Word, The Paragraph, and The Page—the text is concise, compact, and easy to reference. Each of the 100 principles, which cover all practical aspects of designing with type, has an explanation and inspiring visual examples drawn from international books, magazines, posters, and more. Typography Essentials is for designers of every medium in which type plays a major role, and is organized and designed to make the process enjoyable and entertaining, as well as instructional.

Designing for the Digital Age

Typography Essentials Revised and Updated

100 Design Principles for Creating Packages

Analog Design Essentials

The Essentials

Digital Marketing Essentials

100 Principles of Fashion Design

Meetings don't need to be terrible. They can be the best place for us to connect with the people we work with and do great things. This book presents the Lean Coffee method which has since its inception in 2009 spread across the globe to radically shift the way people meet with each other.

"Why Can't We Be Friends: 100 Ways to Love Your Ex Again" is a manual towards peaceful resolution. Within its pages is a clear and customizable program that provides you with the tools you will need to succeed whether your ex partner is on board or not. Amy shows you that if you decide to take the path of positivity regardless of your partner, you will live a life of joy and integrity. Amy has synthesized her vast professional and life experience into practical tools that can benefit you greatly. What makes artists great? They create a new movement, a new form of art, through vision, unique perspectives and raw talent. They paint because they are compelled to; it is a passion within their soul. I think this best describes Amy's journey towards the creation of "Why Can't We Be Friends." Her vision for peace and harmony in her own divorce and her quest for a personal transformation began to impact others in a positive way. Amy soon realized that the formula could be universally applied to help you if not millions of people and families around the world, which is why she has created this book. Apply her principles to your life. Get ready for inspiration as you embark on this journey.

A concise, visually based introduction to graphic design methodologies Graphic design has emerged as a discipline complete with a body of scholarly literature devoted to its underlying theory. Introduction to Graphic Design Methodologies and Processes contributes to this expanding discourse by illustrating the value of qualitative and quantitative methodologies in guiding conceptual development in ways beyond those based on taste, style, and personal preference. Introduction to Graphic Design Methodologies and Processes: Introduces a range of practical methodologies pertinent to the interpreting, targeting, and creating of forms and messages Furthers the ability of designers by showing them how to design creatively, collaboratively, and strategically, and as a result, helps them move from form-makers to cultural participants—a transformative trend for design professionals Includes case studies with questions and answers contributed by a diverse group, including Second Story and Sol Sender As professional designers play more strategic roles, the need for material on design methodologies is growing. This concise, visually based introduction to the topic is the designer's definitive resource for defining their purpose, and producing work that is original, appropriate, responsible—and inspiring.

Provides guidelines and advice on starting points for fashion designers of all levels, including defining and rendering concepts, understanding textiles, developing sewing skills, and building an audience.

Digital Design Essentials

100 Things Every Designer Needs to Know About People

Simple and Usable Web, Mobile, and Interaction Design

How to Be a Successful Fashion Designer

About Face

Understanding Theory and Application

The 7 Essentials of Graphic Design

Across the realms of multimedia production, information design, web development, and usability, certain truisms are apparent. Like an Art of War for design, this slim volume contains guidance, inspiration, and reassurance for all those who labor with the user in mind. If you work on the web, in print, or in film or video, this book can help. If you know someone working on the creative arena, this makes a great gift. Funny, too.

Learning by doing is the best way to get to grips with new ideas, and graphic design is no different. Weaving together creative strategies and design principles with step-by-step Adobe software guidance, this unique book helps you to immediately put into practice the concepts as you're learning them so they become second nature. Covering all the introductory topics a designer needs to know – from working with colour and layout, to editing images and designing apps – this fully updated edition of the hugely popular Graphic Design Essentials includes plenty of hands-on instruction and real-life examples to give you a thorough grounding in the fundamentals. This new edition includes: - Coverage of Adobe Illustrator, Photoshop and InDesign - Examples of designs from the UK, US, Canada, Europe, Hong Kong, China, the Middle East and Australia - Smaller supporting activities alongside major project exercises - New design formats, including apps and infographics - Downloadable resources to use within the software instruction

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you ' ll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone ' s social circle? How do you motivate people to continue on to (the next step? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

Teaching a child to tell time is quite challenging. How can you put into words a good explanation as to why numerals are to be read in many ways? When introducing the concept, start with the use of an analog clock because it gives the concept of change through the moving hands. This educational book is perfect for little learners. Grab a copy tod

Introduction to Graphic Design Methodologies and Processes

A Lean Coffee Book

Revised Edition

100 Design Principles for Working with Type

Game Design Essentials

Aimed at software developers, this book proposes the creation of a new profession of software design. The examples in the text are updated to reflect new platforms along with additional case studies where appropriate.

As a writer for AskMen.com, Examiner.com, co-founder and Dating and Relationship Consultant for Suave Lover International and the Suave Lover Podcast, long term bartender and public health professional, I have direct client, personal and social experiences towards improving and solving pick up, dating and relationship situations. The young straight men I've seen and worked with, initially want two things, to meet more women and have more sex. What they don't know is that the success for those two things relies on more than specific pick up lines and rico suave moves, it involves becoming a better man. The current market for pickup and dating self-help material is overwhelming, objectifying, lacks universality and misses out on this concept. The Essentials provides quick answers for men who want to improve their success with women but with a focus on overall development. Packaged as a travel-friendly, one-stop summary of the very best advice, with sections ranging from self-improvement to creating and sustaining relationships, The Essentials is what you need to improve your current status as a Man. Problem: The current market for pickup and dating self-help material is overwhelming, objectifying, and lacks universality. Solution: The Essentials, packaged as a travel-friendly, one-stop summary of advice, avoids pick-up lines or rico suave moves, and provides expert and concise answers for men who want to improve their success with women but with a focus on overall internal development. Short and to the Point: Read this - Meet more people, Have more sex, Improve yourself

How does a designer create graphic solutions to the behind-the-scenes editorial challenges at a magazine? Designing Magazines is the complete guide to understanding the inner workings of magazines and their day-to-day management--and a great guide to using that knowledge to create visually stunning, editorially effective magazines, in both new designs and rebranding. Thirty-five experienced editors, designers, and consultants, all at the top of their fields, present their insights on the goals and process of magazine design. Chapters focus on problems faced by designers, ethical considerations, the future of the field, and many more relevant but rarely discussed issues. A look at magazines that have risen above the crowd to achieve special social importance--and how design has been a part of that success--provides additional inspiration for magazine designers everywhere. Allworth 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.