How To Design A Book Using Adobe Indesign Design A Book For Createspace With These Simple Instructions Screenshots Make It Easy To Do Book Layout Design

Book Design Made Simple gives DIY authors, small presses, and graphic designers-novices and experts alike-the power to design their own books. It's the first comprehensive book of its kind, explaining every step from installing Adobe InDesign right through to sending the files to press. For those who want to design their own books but have little idea how to proceed, Book Design Made Simple is a semester of book design instruction plus a publishing class rolled into one. Let two experts guide you through the process with easy step-by-step instructions, resulting in a professional-looking top-quality book

The power of transformative design, multidisciplinary leaps, and diversity: lessons from a Black professional's journey through corporate America. Design offers so much more than an aesthetically pleasing logo or banner, a beautification add-on after the heavy lifting. In Reimagining Design, Kevin Bethune shows how design provides a unique angle on problem-solving—how it can be leveraged strategically to cultivate innovation and anchor multidisciplinary teamwork. As he does so, he describes his journey as a Black professional through corporate America, revealing the power of transformative design, multidisciplinary leaps, and diversity. Bethune, who began as an engineer at Westinghouse, moved on to Nike (where he designed Air Jordans), and now works as a sought-after consultant on design and innovation, shows how design can transform both individual lives and organizations. In Bethune's account, diversity, equity, and inclusion emerge as a recurring theme. He shows how, as we leverage design for innovation, we also need to consider the broader ecological implications of our decisions and acknowledge the threads of systemic injustice in order to realize positive change. His book is for anyone who has felt like the "other"—and also for allies who want to encourage anti-racist, anti-sexist, and anti-ageist behaviors in the workplace. Design transformation takes leadership—leaders who do not act as gatekeepers but, with agility and nimbleness, build teams that mirror the marketplace. Design in harmony with other disciplines can be incredibly powerful; multidisciplinary team collaboration is the foundation of future innovation. With insight and compassion, Bethune provides a framework for bringing this about.

When 16-year-old poetry blogger Tessa Dickinson is involved in a car accident and loses her eyesight for 100 days, she feels like her whole world has been turned upside-down. Terrified that her vision might never return, Tessa feels like she has nothing left to be happy about. But when her grandparents place an ad in the local newspaper looking for a typist to help Tessa continue writing and blogging, an unlikely answer knocks at their door: Weston Ludovico, a boy her age with bright eyes, an optimistic smile...and no legs. Knowing how angry and afraid Tessa is feeling, Weston thinks he can help her. But he has one condition -- no one can tell Tessa about his disability. And because she can't see him, she treats him with contempt: screaming at him to get out of her house and never come back. But for Weston, it's the most amazing feeling: to be treated like a normal person, not just a sob story. So he comes back. Again and again and again. Tessa spurns Weston's "obnoxious optimism", convinced that he has no idea what she's going through. But Weston knows exactly how she feels and reaches into her darkness to show her that there is more than one way to experience the world. As Tessa grows closer to Weston, she finds it harder and harder to imagine life without him -- and Weston can't imagine life without her. But he still hasn't told her the truth, and when Tessa's sight returns he'll have to make the hardest decision of his life: vanish from Tessa's world...or overcome his fear of being seen. 100 Days of Sunlight is a poignant and heartfelt novel by author Abbie Emmons. If you like sweet contemporary romance and strong family themes then you'll love this touching story of hope, healing, and getting back up when life knocks you down.

Structured like an old-school mix-tape, Stuff I've Been Feeling Lately is Alicia Cook's lyric message to anyone who has dealt with addiction. "Side A" touches on all aspects of the human condition: life, death, love, trauma, and growth. "Side B" contains haunting black-out remixes of those poems.

The Scribe Method

The New Intimacy

The Graphic Design Idea Book

Stuff I've Been Feeling Lately
A Step-By-Step Guide to Designing and Typesetting Your Own Book Using Adobe Indesign
The Non-designer's Design Book
Complicated Doesn't Make It Good

An exploration of how design might be led by marginalized communities, dismantle structural inequality, and advance collective liberation and ecological survival. What is the relationship between design, power, and social justice? "Design justice" is an approach to design that is led by marginalized communities and that aims expilcitly to challenge, rather than reproduce, structural inequalities. It has emerged from a growing community of designers in various fields who work closely with social movements and community-based organizations around the world. This book explores the theory and practice of design justice, demonstrates how universalist design principles and practices erase certain groups of people—specifically, those who are intersectionally disadvantaged or multiply burdened under the matrix of domination (white supremacist heteropatriarchy, ableism, capitalism, and settler colonialism)—and invites readers to "build a better world, a world where many worlds fit; linked worlds of collective liberation and ecological sustainability." Along the way, the book documents a multitude of real-world community-led design practices, each grounded in a particular social movement. Design Justice goes beyond recent calls for design for good, user-centered design, and employment diversity in the technology and design professions; it connects design to larger struggles for collective liberation and ecological survival.

How is a book designed? What do book designers think about as they turn manuscripts into printed books? In this unique and appealing volume, the award-winning book designer Richard Hendel and eight other talented book designers discuss their approaches and working methods. They consider the problems posed by a wide range of projects--selection of a book's size and shape, choice of typeface for text and display, arrangement of type on the page, and determination of typographic details for all parts of the book within manufacturing and budget limitations. As omnipresent as books are, few readers are aware of the "invisible" craft of book designing. The task a book designer faces is different from that faced by other designers. The challenge, says Hendel, isn't to create something different or pretty or clever but to discover how to best serve the author's words. Hendel does not espouse a single philosophy of design or offer a set of instructions; he shows that there are many ways to design a book. In detailed descriptions of the creative process, Hendel and the eight other designers, who represent extensive experience in trade and scholarly publishing in the United States and Great Britain, show how they achieve the most effective visual presentation of words, offering many examples to illustrate their choices. Written not only for seasoned and novice book designers, this book will fascinate others in publishing as well as all readers and authors who are curious to know how books end up looking the way they do.

The ultimate collection of the most innovative, beautiful, and influential products ever designed -- now fully up to date From the paper clip to the Eames Lounge Chair, the hundreds of everyday objects included in The Design Book span the last five centuries and shape our society in indelible ways. This extraordinary collection includes classic pieces by Breuer, Le Corbusier, and Castiglioni as well as anonymously designed objects like the deck chair and the whisk. Each entry has been carefully reviewed to bring every detail fully up to date and, with the addition of 30 products designed within the last 15 years, this new edition is more comprehensive -- and relevant -- than ever. Praise for the original edition: "Phaidon seems to have pulled off the rare trick of creating something accessible and wide-ranging, but genuinely interesting and informative too." --Design Week

How organizations can foster diversity, equity, and inclusion: taking action to address and prevent workplace bias while centering women of color. Few would disagree that inclusion is both the right thing to do and good for business. Then why are we so terrible at it? If we believe in the morality and the profitability of including people of diverse and underestimated backgrounds in the workplace, why don't we do it? Because, explains Ruchika Tulshyan in this eye-opening book, we don't realize that inclusion takes awareness, intention, and regular practice. Inclusion doesn't just happen; we have to work at it. Tulshyan presents inclusion best practices, showing how leaders and organizations can meaningfully promote inclusion and diversity. Tulshyan centers the workplace experience of women of color, who are subject to both gender and racial bias. It is at the intersection of gender and race, she shows, that we discover the kind of inclusion policies that benefit all. Tulshyan debunks the idea of the "level playing field" and explains how leaders and organizations can use their privilege for good by identifying and exposing bias, knowing that they typically have less to lose in speaking up than a woman of color does. She explains why "leaning in" doesn't work—and dismantling structural bias does; warns against hiring for "culture fit," arguing for "culture add" instead; and emphasizes the importance of psychological safety in the workplace—you need to know that your organization has your back. With this important book, Tulshyan shows us how we can make progress toward inclusion and diversity—and we must start now.

The Design Book, New Edition
A Book on Books
From the Basics to the Most Outstanding Designs
Make Design Matter
The Best Way to Write and Publish Your Non-fiction Book
A Guide for Authors and Publishers
Book Design

The Oxford Handbook of Publishing marks the coming of age of the scholarship in publishing studies with a comprehensive exploration of current research on subjects such as copyright, corporate social responsibility, globalizing markets, and changing technology that have transformed the industry in recent years.

A masterful work of storytelling, a unique sculptural object created through a collaborative process between Visual Editions and author. A curiosity with the die-cut technique was combined with the pages' physical relationship to one another and how this could somehow be developed to work with a meaningful narrative. This led to Jonathan deciding to use an existing piece of text and cut a new story out of it - his favourite book, The Street of Crocodiles by Bruno Schulz. Writing, cutting and proto-typing has created a new story cut from the words of an old favourite.

Object-Oriented Design and Programming with C++: Your Hands-On Guide to C++ Programming, with Special Emphasis on Design, Testing, and Reuse provides a list of software engineering principles to guide the software development process. This book presents the fundamentals of the C++ language. Organized into two parts encompassing 10 chapters, this book begins with an overview of C++ and describes object-oriented programming and the history of C++. This text then introduces classes, polymorphism, inheritance, and overloading. Other chapters consider the C++ preprocessor and organization of class libraries. This book discusses as well the scope rules, separate compilation, class libraries, and their organization, exceptions, browsers, and exception handling. The final chapter deals with the design of a moderately complex system that provides file system stimulation. This book is a valuable resource for readers who are reasonably familiar with the C programming language and want to

understand the issues in object-oriented programming using C++.

"Beautifully crafted . . . the sentences in these stories are living and seamless, as if Lazarin had run her hand over them until they became smooth and gleaming with the evidence of her touch." —Carmen Maria Machado, The New York Times Book Review From an award-winning writer, a stunning collection of stories about women's unexpressed desires and needs, and the unexpected ways they resurface In "Floor Plans," a woman at the end of her marriage tests her power when she inadvertently befriends the neighbor trying to buy her apartment. In "Appetite," a sixteen-year old grieving her mother's death experiences first love and questions how much more heartbreak she and her family can endure. In "Dinosaurs," a recent widower and a young babysitter help each other navigate how much they have to give—and how much they can take—from the people around them. Through stories that are at once empathetic and unexpected, these women and girls defiantly push the boundaries between selfishness and self-possession. With a fresh voice and bold honesty, Back Talk examines how narrowly our culture allows women to express their desires. "Deceptively quiet but packs a powerful punch . . . The best collection I've read in years, from a phenomenal new talent." —Celeste Ng

Chirp / Pollito

A Celebration of Book Design Today

100 Days of Sunlight

Author Unleashed

Practical Styling Advice to Make the Most of Your Space [An Interior Design Book]

Design Justice

The Oxford Handbook of Publishing

Shows how to turn conflict and disappointment in a relationship into opportunities for learning, mutual growth, and intimacy

A comprehensive update of the leading algorithms text, with new material on matchings in bipartite graphs, online algorithms, machine learning, and other topics. Some books on algorithms are rigorous but incomplete; others cover masses of material but lack rigor. Introduction to Algorithms uniquely combines rigor and comprehensiveness. It covers a broad range of algorithms in depth, yet makes their design and analysis accessible to all levels of readers, with self-contained chapters and algorithms in pseudocode. Since the publication of the first edition, Introduction to Algorithms has become the leading algorithms text in universities worldwide as well as the standard reference for professionals. This fourth edition has been updated throughout. New for the fourth edition • New chapters on matchings in bipartite graphs, online algorithms, and machine learning • New material on topics including solving recurrence equations, hash tables, potential functions, and suffix arrays • 140 new exercises and 22 new problems • Reader feedback–informed improvements to old problems • Clearer, more personal, and gender-neutral writing style • Color added to improve visual presentation • Notes, bibliography, and index updated to reflect developments in the field • Website with new supplementary material

From scrolls and sheets of papyrus to elaborate and expensive codices to the mass press-printed volumes as we know them today, books have come a long way since writing was first developed. Although digital technology has impacted how we consume information over the last few decades, book design has survived as a means of showcasing creativity and craftsmanship, as books remain important sources of inspiration, knowledge, and entertainment. A Book on Books showcases some of the best book design work from all over the world in celebrating the designers' contributions to preserving reading culture, as they continue to make books eye-catching and exciting to read or own. It also captures the voices of key influencers from publishing, printmaking, book fair organizing, and bookshop-owning standpoints, as they continue to play a crucial role in keeping the book-making industry alive and thriving even in the unknown future.

A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people attempting to design everything from newsletters to advertisements with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised and expanded classic includes a new chapter on designing with type, more quizzes and exercises, updated projects, and new visual and typographic examples that give the book a fresh, modern look. In The Non-Designer's Design Book, 4th Edition, Robin turns her attention to the basic principles that govern good design. Perfect for beginners, Robin boils great design into four easy-to-master principles: contrast, repetition, alignment, and proximity (C.R.A.P.!). Readers who follow her clearly explained concepts will produce more sophisticated and professional work immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap–which is just what audiences have come to expect from this bestselling author.

Book Design and Production

Tree of Codes

On Book Design

Comic Book Design

Community-Led Practices to Build the Worlds We Need

Paradise Rot

A Book About Design

A pocket guide to meaningful design in seven steps.

From the co-founders of Havenly comes "a perfect read for anyone looking to infuse more personality and style into their space—on their own time and budget, and in their own unique way" (Rachel Zoe). "Not only do Lee and Emily unpack all their tips for creating a space that looks as good as it feels, but they do it in a way that is made for real-life application."—Bobby Berk, design expert and host of Netflix's Queer Eye Interior design can be daunting, and as a result, many of us never even attempt to design our own homes. In Design the Home You Love, Havenly founders Lee Mayer and Emily Motayed break down the ambiguous world of home design. First you learn how to identify your own style (whether you're a fan of Parisian Modern or California Casual) and then how to incorporate furniture that matches your style and fits your budget. Design the Home You Love takes you step-by-step and room-by-room through each part of the house to help you fulfill your home's potential. Whether you're looking to give your home a complete makeover, spruce up your rental apartment, or merely take your living room from blah to fab, Lee and Emily bring fresh ideas, advice, and inspiration to the table. Illustrated with eye-catching photography and livable inspiration from real-life clients, this is the interior design book that finally makes it possible for us all to achieve our design goals.

Whether you are a graphic designer, a small press or a self-publisher, this publication will tell you everything: from the history of books to the printing and binding techniques, showcasing beautiful contemporary

examples. Do you know when the first book was born? Have you ever wondered what are the basic components of a book? And how can we possibly make a book from scratch? Book Design is a publication that answers all these questions. This publication offers an overview of what a book is, how it is made, and how we can improve it with good design and printing techniques. The first two chapters focus more on historical and theoretical knowledge; the last two showcase examples of contemporary book designs, including detailed information and interviews with eight graphic designers from all over the world. It is a must have for those who want to know more about book design, as well as self-publishers and small presses. Editorial graphic design is one of the most comprehensive areas in design and this publication, filled with recent and contemporary examples, will provide you with the ins and outs to render a project from scratch to the finished book.

Provides instruction and techniques for creating comic books, discussing designing characters, developing storylines, page layouts, lettering, color, and covers.

A Darker Shade of Magic

A book about design systems

How to

Design and Typographic Principles for the Visual Novice

Unlocking Strategic Innovation

Designing Books

A NEW YORK TIMES BESTSELLER AN NPR BEST BOOK OF THE YEAR A CHICAGO PUBLIC LIBRARY BEST BOOK OF THE YEAR "Inescapably compelling." —VICTORIA SCHWAB, #1 New York Times bestselling author of The Invisible Life of Addie Larue "A masterful and monstrous retelling." —STEPHANIE GARBER, #1 New York Times and internationally bestselling author of Caraval and Legendary A stunning and dark reimagining of Frankenstein told from the point-of-view of Elizabeth Lavenza, who is taken in by the Frankenstein family. Elizabeth Lavenza hasn't had a proper meal in weeks. Her thin arms are covered with bruises from her "caregiver," and she is on the verge of being thrown into the streets . . . until she is brought to the home of Victor Frankenstein, an unsmiling, solitary boy who has everything—except a friend. Victor is her escape from misery. Elizabeth does everything she can to make herself indispensable—and it works. She is taken in by the Frankenstein family and rewarded with a warm bed, delicious food, and dresses of the finest silk. Soon she and Victor are inseparable. But her new life comes at a price. As the years pass, Elizabeth's survival depends on managing Victor's dangerous temper and entertaining his every whim, no matter how depraved. Behind her blue eyes and sweet smile lies the calculating heart of a girl determined to stay alive no matter the cost . . . as the world she knows is consumed by darkness. **Ebook exclusive: the full text of Mary Shelley's FRANKENSTEIN**

A lyrical debut novel from a musician and artist renowned for her sharp sexual and political imagery Jo is in a strange new country for university and having a more peculiar time than most. In a house with no walls, shared with a woman who has no boundaries, she finds her strange home coming to life in unimaginable ways. Jo's sensitivity and all her senses become increasingly heightened and fraught, as the lines between bodies and plants, dreaming and wakefulness, blur and mesh. This debut novel from critically acclaimed artist and musician Jenny Hval presents a heady and hyper-sensual portrayal of sexual awakening and queer desire.

This book serves as an introduction to the key elements of good design. Broken into sections covering the fundamental elements of design, key works by acclaimed designers serve to illustrate technical points and encourage readers to try out new ideas. Themes covered include narrative, colour, illusion, ornament, simplicity, and wit and humour. The result is an instantly accessible and easy to understand guide to graphic design using professional techniques.

Newly revised and expanded, this classic in book design argues for a non-dogmatic approach, one open to traditional and modern, and symmetrical and assymetrical solutions. Jost Hochuli's work of over 30 years as a book designer is showcased, along with detailed comments by noted designer and critic Robin Kinross."As a designer, Hochuli's main concern is to work out individual solutions for individual books. This book is sure to help anyone who is seeking to develop a considered attitude toward the design and production of the book as a codex." -Fernand Baudin, Logos

The Little Black Book of Design

Inclusion on Purpose

Back Talk

Your First 1000 Copies

Land Your Dream Job: Join the 2% Who Make it Past Résumé Screening (Second Edition)

Thijo - Saga of a Norseman

The Dark Descent of Elizabeth Frankenstein

When a little chick leaves the flock, he stumbles on to an adventure that will change him forever. This charming bilingual Spanish-English picture book is a cute read for little explorers.

Laying the Foundations is a comprehensive guide to creating, documenting, and maintaining design systems, and how to design websites and products systematically. It's an ideal book for web designers and product designers (of all levels) and especially design teams. This is real talk about creating design systems and digital brand guidelines. No jargon, no glossing over the hard realities, and no company hat. Just good advice, experience, and practical tips. System design is not a scary thing — this book aims to dispel that myth. It covers what design systems are, why they are important, and how to get stakeholder buy-in to create one. It introduces you to a simple model, and two very different approaches to creating a design system. What's unique about this book is its focus on the importance of brand in design systems, web design, product design, and when creating documentation. It's a comprehensive guide that's simple to follow and easy on the eye.

Introduces readers to the fundamental elements of design by using simple shapes, lines, and humor to explain why complicated is not always the best way to go.

Book Design Made SimpleA Step-By-Step Guide to Designing and Typesetting Your Own Book Using Adobe Indesign
Practice and Theory
Discovering the Magic at the Heart of Your Differences
Stories
Inspiration from 50 Masters
A Novel
Advanced Publishing and Marketing Strategies for Indie Authors
Laying the Foundations

The ability to bring new and innovative products to market rapidly is the prime critical competence for any successful consumer-driven company. All industries, especially automotive, are slashing product development lead times in the current hyper-competitive marketplace. This book is the first to thoroughly examine and analyze the truly effective product development methodology that has made Toyota the most forward-thinking company in the automotive industry. Winner of the 2007 Shingo Prize For Excellence In Manufacturing Research! In The Toyota Product Development System: Integrating People, Process, and Technology, James Morgan and Jeffrey Liker compare and contrast the world-class product development process of Toyota with that of a U.S. competitor. They use extensive examples from Toyota and the U.S. competitor to demonstrate value stream mapping as an extraordinarily powerful tool for continuous improvement. Through examples and case studies, this book illustrates specific techniques and proven practices for dealing with challenges associated with product development, such as synchronizing multiple disciplines, multiple function workload leveling, compound process variation, effective technology integration, and knowledge management. Readers of this book can focus on optimizing the entire product development value stream rather than focus on a specific tool or technology for local improvements.

A Darker Shade of Magic, from #1 New York Times bestselling author V.E. Schwab Kell is one of the last Antari—magicians with a rare, coveted ability to travel between parallel Londons; Red, Grey, White, and, once upon a time, Black. Kell was raised in Arnes—Red London—and officially serves the Maresh Empire as an ambassador, traveling between the frequent bloody regime changes in White London and the court of George III in the dullest of Londons, the one without any magic left to see. Unofficially, Kell is a smuggler, servicing people willing to pay for even the smallest glimpses of a world they'll never see. It's a defiant hobby with dangerous consequences, which Kell is now seeing firsthand. After an exchange goes awry, Kell escapes to Grey London and runs into Delilah Bard, a cut-purse with lofty aspirations. She first robs him, then saves him from a deadly enemy, and finally forces Kell to spirit her to another world for a proper adventure. Now perilous magic is afoot, and treachery lurks at every turn. To save all of the worlds, they'll first need to stay alive. "A Darker Shade of Magic has all the hallmarks of a classic work of fantasy. Schwab has given us a gem of a tale...This is a book to treasure."—Deborah Harkeness, New York Times bestselling author of the All Souls trilogy Shades of Magic series 1. A Darker Shade of Magic 2. A Gathering of Shadows 3. A Conjuring of Light At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

"If I could give an aspiring writer one piece of advice, it would be to read this book." — Hugh Howey, New York Times best selling author of Wool "Tim Grahl is fast becoming a legend, almost single-handedly changing the way authors around the world spread ideas and connect with readers. If you've got a book to promote, stop what you're doing right now and start reading Your First 1000 Copies." — Daniel H. Pink, New York Times bestselling author of Drive and When "Your First 1000 Copies is a must-read for authors trying to build a connection with their readers." — Dan Heath & Chip Heath, co-authors of Made to Stick, Switch, and Decisive "I watched in awe as Tim Grahl had 5 clients on the New York Times bestseller list in the same week. There is no one I trust more to learn about book marketing." - Pamela Slim, Author, Body of Work "Tim was an early pioneer in teaching book authors how Internet marketing actually works." - Hugh MacLeod, author of Ignore Everybody and Evil Plans Imagine if you had a direct connection with thousands of readers who loved reading your books. And imagine if those readers eagerly awaited the launch of your next book. How would that direct relationship with your readers change your writing career? How would you feel knowing that every time you started a new book project, you already had people excited to buy it and ready to recommend it to others? In Your First 1000 Copies, seasoned book marketing expert Tim Grahl walks you through how successful authors are using the online marketing tools to build their platform, connect with readers and sell more books. Tim has worked with over 100 different authors from top best sellers such as Hugh Howey, Daniel Pink, Barbara Corcoran Charles Duhigg, Chip and Dan Heath, Ramit Sethi and Pamela Slim to authors just get started on their first writing project. He has worked with authors across all fiction and non-fiction genres. Along with his client work, he has studied many other successful authors to learn what works and what doesn't. The result is Your First 1000 Copies where he walks you through the Connection System, a plan that every author can immediately start using. The plan looks like this: - Permission - How to open up communication with your readers where you can reliably engage them and invite them to be involved. - Content - How to use content to engage with current readers and connect with new ones. - Outreach - How to ethically and politely introduce yourself to new readers. - Sell - How all of these steps can naturally lead to book sales without being pushy or annoying This is a system that any author can immediately put in place to start building their platform. Whether you're a seasoned author looking to step into the new publishing landscape, or you're a brand new author, Your First 1000 Copies will give you the tools to connect with readers and sell more books.

The first monograph, design manual, and manifesto by Michael Bierut, one of the world's most renowned graphic designers—a career retrospective that showcases more than thirty-five of his most noteworthy projects for clients as the Brooklyn Academy of Music, the Yale School of Architecture, the New York Times, Saks Fifth Avenue, and the New York Jets, and reflects eclectic enthusiasm and accessibility that has been the hallmark of his career. Protégé of design legend Massimo Vignelli and partner in the New York office of the international design firm Pentagram, Michael Bierut has had one of the most varied and successful careers of any living graphic designer, serving a broad spectrum of clients as diverse as Saks Fifth Avenue, Harley-Davidson, the Atlantic Monthly, the William Jefferson Clinton Foundation, Billboard, Princeton University, the New York Jets, the Brooklyn Academy of Music, and the Morgan Library. How to, Bierut's first career retrospective, is a landmark work in the field. Featuring more than thirty-five of his projects, it reveals his philosophy of graphic design—how to use it to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world. Specially chosen to illustrate the breadth—and reach of graphic design today, each entry demonstrates Bierut's eclectic approach. In his entertaining voice, the artist walks us through each from start to finish, mixing historic images, preliminary drawings (including full-size reproductions of the notebooks he has maintained for more than thirty-five years), working models and rejected alternatives, as well as the finished work. Throughout, he provides insights into the creative process, his working life, his relationship with clients, and the struggles that any design professional faces in bringing innovative ideas to the world. Offering insight and inspiration for artists, designers, students, and anyone interested in how words, images, and ideas can be put together, How to provides insight to the design process of one of this century's most renowned creative minds.

Integrating People, Process, and Technology
Design the Home You Love
The Toyota Product Development System

Reimagining Design

Notes on Book Design

An Intersectional Approach to Creating a Culture of Belonging at Work

Your Hands-On Guide to C++ Programming, with Special Emphasis on Design, Testing, and Reuse

In a career spanning more than forty years, Derek Birdsall has established himself as one of Britain's leading book designers. This practical, inspirational and educational book distils a lifetime's experience in designing books, and presents and discusses nearly 50 books he has designed.

Do you sell as many books as you want to? Most authors will say no. They want more. But no matter what they do, those sales remain elusive. Worse, the publishing environment is getting harder every year, crushing their dreams day by day. But somehow, some authors succeed. How do they do it? Is there a secret? Is it blind luck? Do they all have teams of ghostwriters behind them churning out novels while one person claims the glory? It's none of those things. It's a combination of hard work and correct knowledge. This book gives you that knowledge. You'll learn things like: How professional marketers write blurbs How to decode Amazon webpages for clues to buyer behavior Why great books sink into oblivion and ordinary books sell How to go beyond accepted practice and find best practice This book gives you the knowledge to sell, and to sell at a high scale. Much of it will surprise you, even if you're a veteran of indie publishing. You'll never look at publishing the same way again. Are you ready to unleash your author career? You can start now.

'Book Design' takes the reader through every aspect of the subject, from the components that make up a book, to understanding how books are commissioned and created, to the intricacies of grid construction and choosing a typeface.

In an industry burdened by complex technical issues, confusing practices, and a huge learning curve, Book Design and Production makes it easy. This is a one-stop resource to help authors and publishers find clear explanations of every facet of making a book a reality. Lucid descriptions cover editing, parts of a book, typefaces, design, layout, choosing a designer, selecting a printer, and more. This is the reference that every author/publisher needs.

Pocket Full of Do

Introduction to Algorithms, fourth edition

Book Design Made Simple

The Step-by-Step Guide to Marketing Your Book

Object-Oriented Design and Programming with C++

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.

Join Thijo, a young Scandinavian farm boy, on his childhood adventures as he meets new friends and challenges throughout daily Norwegian life. Through hard days of harvest labor and deadly winter blizzards, Thijo journeys from boyhood pleasures to learning what it means to take his place among the men of the North.Full of child-friendly adventure and excitement, Thijo - Saga of a Norseman is a book that you and your children will want to read again and again!