

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



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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.