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Author of the bestselling Index series on design basics, Jim Krause uses a combination of Helvetica and Dingbats to teach a wide range of design topics (both conceptually and compositionally related) in a one-topic-per-spread format.

Visual Design by Jim Krause

"Visual Design speaks design, through design, to designers, presenting 95 core design principles with concise text and a touch of visual wit. Author of the bestselling Index series on design basics, Jim Krause uses a combination of Helvetica and Dingbats to teach a wide range of design topics (both conceptually and compositionally related) in a ...

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Jim Krause JIMKRAUSEDESIGN.COM Visual Design is the first book in the New Riders Creative Core series. The second book in the series (available now) is Color for Designers—a book that significantly expands upon the color-related information offered in Chapters 7 and 8 of this book. A third title, Lessons in Typography , is due on the shelves in 2015. Keep your eyes open for more offerings ...

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Jim Krause has worked as a designer and illustrator since 1982. His clients have included Microsoft, Boeing, Seattle Schools, Washington Apples, and dozens of others.

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PixelFly Creative is me, James (Jim) Krause. I'm a graphic designer, a photographer, an illustrator, and the author of seventeen books about design, photography, and creativity. Also, I'm the author/presenter of three online video courses offered by Lynda.com (a.k.a. LinkedIn Learning) and Peachpit.

Pixelfly Creative, James Krause, Boise Idaho

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Visual Design on Apple Books

Jim Krause has worked as a designer in the Pacific Northwest since the 1980s. He has produced award-winning work for clients large and small, including Microsoft, McDonald's, Kodak, Cingular Wireless, Washington Apples, Levi Strauss, Paccar/Kenworth, and Seattle Public Schools.

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"Visual Design speaks design, through design, to designers, presenting 95 core design principles with concise text and a touch of visual wit. Author of the bestselling Index series on design basics, Jim Krause uses a combination of Helvetica and Dingbats to teach a wide range of design topics (both conceptually and compositionally related) in a one-topic-per-spread format. Topics include how to fill the space, directing the eye of the viewer, considering style, color awareness, typography, infusing with intangibles and avoiding unsightliness. Using humor, practical tips, and inspiring visual examples, Krause makes it clear how each of the 95 axioms of effective design are relevant and applicable across all forms of visuals: print, Web, and fine arts. Jim Krause has worked as a designer and illustrator since 1982"--Provided by publisher.

Designers get hands-on with type in this lesson-based addition to Jim Krause's popular, new Creative Core series on design fundamentals. Lessons in Typography uses big visuals, concise and witty explanations, illustrated captions, and lots of lessons and exercises to help readers become invested in-and even geekish about-designing with type. Readers can work through the exercises on their own-or within a class setting-to learn how to do things like make their own fonts, customize characters from existing typefaces, craft logos from letters, design personal emblems, and fine-tune the look of the headlines and text used in layouts. Krause covers all of the basics of understanding, identifying, and designing with type using

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attractive, contemporary, and compelling examples of logos, monograms, headlines, word graphics, and text blocks-each of which has been custom-created by Krause solely for the purposes of this book (an approach rarely seen in books dealing with type). Lessons in Typography-releasing on the heels of its companion volumes, Visual Design and Color for Designers-is the third book in the New Riders Creative Core series, which aims to provide instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals.

Master the 3 C's of Head-Turning Design! Cover your basics with the book that covers everything from typography and color to layout and business issues! Jim Krause, author of the popular Index series, guides you through the understanding and practice of the three elements every successful visual design must have: Components: Learn how to get the most out of the photos, illustrations, icons, typography, linework, decoration, borders and backgrounds you use within your design. Composition: Practice combining the components of a design in a visually appealing way by using the principles of placement, grouping, alignment, flow and spacing to create a pleasing, cohesive design. Concept: Utilize the intangible elements of theme, connotation and style to present and deliver your message in a way that will wow your clients every time. Whether you're a new, mid-level or experienced designer who is brainstorming ideas or finalizing your presentation, this handy-to-use, take-it-with-you book will instruct and inspire you to new heights of creativity.

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Most of today ' s books on color lean in one of two directions: toward heavy-handed theory-speak or toward ready-to-use palettes that will likely be out-of-step before the book has received its first coffee stain. Color For Designers leans in neither direction, instead choosing to simply tell it like it is while bringing home the timeless thinking behind effective color selection and palette building. In this fundamental guide to understanding and working with color, bestselling author Jim Krause starts out by explaining the basics with an introduction to the color wheel, hue, saturation, value, and more. He then dives deeper into the practical application of color with instruction on how to alter hues, create palettes, target themes, paint with color, use digital color, and accurately output your colorful creations to print. The book is set up in easy-to-digest spreads that are straight-to-the-point, fun to read, and delightfully visual. Color For Designers—releasing on the heels of its companion volume, Visual Design—is the second book in the New Riders Creative Core series, which aims to provide instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals.

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Get hands on with type in this lesson-based addition to Jim Krause ' s popular new Creative Core series on design fundamentals. In Lessons in Typography, you ' ll learn the basics of identifying, choosing, and using typefaces and immediately put that knowledge to work through a collection of exercises designed to deepen and expand your typographic skills. After a crash course in type terminology, you ' re encouraged to walk the talk with lessons and exercises on creating type-based logos, crafting personal emblems, choosing and using the right fonts for layouts, designing your own fonts, fine-tuning text like a professional, hand lettering, and more. Krause uses practical advice, humor, and page after page of visual examples to give you a complete education in designing with type that you can read in a matter of hours and continue to learn from over the course of your career. In Lessons in Typography, you ' ll learn how to: Identify and discuss fonts like a design professional Choose and combine fonts effectively for use in your projects and layouts Create monograms and logos using existing typefaces and custom-built letterforms Modify fonts to meet your design ' s specific needs Space letters properly using tracking, kerning, and leading and create eye-pleasing layouts Lessons in Typography is the third book in the New Riders Creative Core series, which provides instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals. Additional titles in the series include Visual Design and Color for Designers.

How creative can you be? You don't turn off the creative juices when you punch out for the day. That's because, for you, creativity is more than just a job - it's a passion. Even so, everyone needs a boost now and then. Creative Sparks shows you how to ignite your design

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ingenuity 24/7. Jim Krause provides the friction with 150+ mind-bending concepts, images and exercises that will help you: Maximize your professional success Find new sources of inspiration and encouragement Make your time at work more productive Uncover the secrets of creative fulfillment Bottom line: Creative Sparks will have an explosive impact on your designs - and your life.

This updated, expanded, and oversized inspirational resource presents 1,100 color palettes, with light, bright, dark, and muted varieties for each one, making it the most expansive palette selection tool available. Color Index XL provides aspiring designers, artists, and creative individuals working with color with an indispensable, one-stop method for reviewing and selecting current, up-to-date color palettes for their creative projects. Designer and lecturer Jim Krause's classic resource is back with a new approach that presents each group of palettes in an oversized form for easy visual review, and bleeding to the edge of the page (edge indexing) for quick access. By providing variations for each palette, Krause ensures that creatives can find the best color selection for each project's needs. This book serves as the perfect resource for teachers, students, and professionals of all kinds in the art and design space who want to stay up-to-date on the ever-evolving trends in color.

Instructive and enlightening. Fun, too. D30 is a workout book. In addition to dozens of readily applicable tips, tricks and informational tidbits, D30 contains thirty exercises designed to develop and strengthen the creative powers of graphic designers, artists and photographers in a variety of intriguing and fun ways. What will you need to begin? Not

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much. Most of the book's step-by-step projects call for setting aside an hour or two, rolling up your sleeves and grabbing art supplies that are probably already stashed somewhere in your home or studio--things like pens, drawing and watercolor paper, India ink, paint, scissors and glue. Digital cameras and computers are also employed for several of the exercises but--and this should be welcome news to those readers who spend their days looking at computer monitors--the majority of the book's activities make use of traditional media to illuminate creative techniques and visual strategies that can be applied to media of all sorts. Thumb through the book (or look at the samples posted on JimKrauseDesign.com) and see for yourself!

Don't Wait for Inspiration to Strike Whether you're facing a new logo project or you've reached a block in your current work, *The Logo Brainstorm Book* will inspire you to consider fresh creative approaches that will spark appealing, functional and enduring design solutions. Award-winning designer Jim Krause (author of the popular *Index* series) offers a smart, systemic exploration of different kinds of logos and logo elements, including: Symbols Monograms Typographic Logos Type and Symbol Combinations Emblems Color Palettes Through a combination of original, visual idea-starters and boundary-pushing exercises, *The Logo Brainstorm Book* will help you develop raw logo concepts into presentation-ready material.