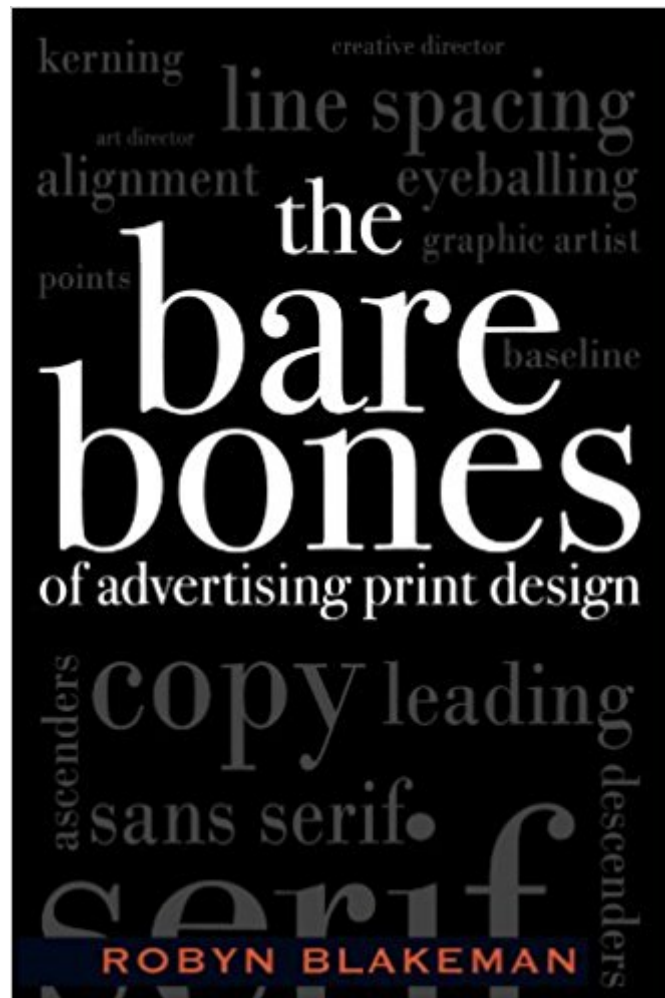




The book was found

The Bare Bones Of Advertising Print Design



Synopsis

The Bare Bones of Advertising Print Design is an ideal handbook for beginning designers and students of advertising design/layout and desktop publishing. Robyn Blakeman dissects the creative process one piece at a time, giving a step-by-step guide to the use and design of advertising in both magazines and newspapers. This friendly, concise, and well-illustrated book is an invaluable resource that new designers and ad design students will refer to time and again for tips on creative and effective print ads.

Book Information

Paperback: 192 pages

Publisher: Rowman & Littlefield Publishers (October 7, 2004)

Language: English

ISBN-10: 0742529622

ISBN-13: 978-0742529625

Product Dimensions: 6.1 x 0.4 x 9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #182,488 in Books (See Top 100 in Books) #102 in [Books > Arts & Photography > Graphic Design > Typography](#) #401 in [Books > Textbooks > Business & Finance > Marketing](#) #428 in [Books > Business & Money > Marketing & Sales > Advertising](#)

Customer Reviews

Looking for a book to help your publication's advertising staff? The Bare Bones of Advertising Print Design is a good addition to the staff bookshelf. From start to finish, Robyn Blakeman takes us through the creative process, from beginning design to specific publications; to problems and techniques.... The Bare Bones is an easy to read, stripped down, in-your-face 'how to' design book. (Quill & Scroll)Robyn Blakeman promises the 'bare bones' of print design . . . and that's exactly what she delivers. Her concise mix of design principles, executional guidelines, and production techniques offers novice designers everything they need to create their own attractive and effective print ads. (Fred Beard)

Robyn Blakeman is assistant professor in the School of Advertising and Public Relations at the University of Tennessee.

[Download to continue reading...](#)

The Bare Bones Bible™ Handbook for Teens: Getting to Know Every Book in the Bible (The Bare Bones Bible™ Series) The Bare Bones of Advertising Print Design Bones, Bones, Dinosaur Bones Bare-Bones Meditation: Waking Up from the Story of My Life The Bare Bones Camera Course for Film and Video Bare Bones: I'm Not Lonely If You're Reading This Book The Bare Bones Broth Cookbook: 125 Gut-Friendly Recipes to Heal, Strengthen, and Nourish the Body North Korea: A Bare Bones History Better Business Development Now: A Bare Bones Guide to Get More Clients! Bare Bones Bowling Bare Bones: Conversations on Terror With Stephen King Sing You Home Large Print (Large Print, companion soundtrack, Large Print) The One Show, Vol 27: Advertising's Best Print, Design, Radio, and TV (One Show Annual) Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Your Bones: How You Can Prevent Osteoporosis and Have Strong Bones for Life – •Naturally Your Bones: How You Can Prevent Osteoporosis & Have Strong Bones for Life Naturally

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)