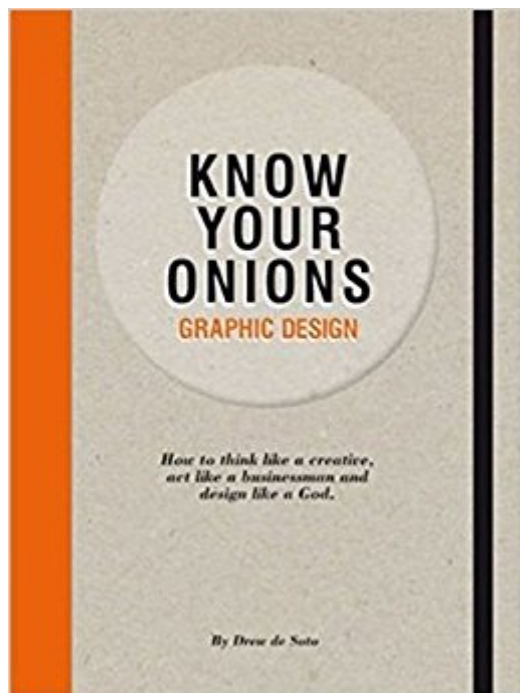




The book was found

Know Your Onions - Graphic Design: How To Think Like A Creative, Act Like A Businessman And Design Like A God



Synopsis

Read this book and gain twenty years experience in how to think like a creative, act like a businessman, and design like a god. This book is practical and immediate, without being condescending or overly technical. Know Your Onions gives away the secrets of graphic design.

Book Information

Paperback: 185 pages

Publisher: BIS Publishers (January 31, 2012)

Language: English

ISBN-10: 9063692587

ISBN-13: 978-9063692582

Product Dimensions: 0.2 x 5.8 x 7.8 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 16 customer reviews

Best Sellers Rank: #144,061 in Books (See Top 100 in Books) #79 in [Books > Arts & Photography](#)

[Photography > Graphic Design > Typography](#) #272 in [Books > Arts & Photography > Graphic Design > Techniques > Use of Color](#) #1779 in [Books > Business & Money > Personal Finance](#)

Customer Reviews

Drew de Soto: Proprietor of Nancy Victor Gallery and Director of Navig8 Ltd

Drew is Proprietor of Nancy Victor Gallery and Director of Navig8 Ltd. His focus in this book is on working with clients to create high end print materials, however there is much for any designer to glean from his discussion of process. The book is delightfully written, with such advice as: "Always name your files properly and consistently. Use an intuitive folder structure. Test your system; if a complete stranger was to open your job folder, would they know which was the most up-to-date version? Mock people who do not have a system." Of interest to all designers (especially those who work with clients) are his chapters on creative process, working with clients, conceptual sketching, color, and typography. Of special interest to designers who work in print are chapters on paper, the printing process, and binding.

Content rich, this book is very practical and helpful in the matter of Graphic Design. Highly recommended for anyone wanting to get into the field. Bought this book while a Junior Graphic Design major in college, wish I would've found it sooner. A final note: the author is British, so don't

be surprised by the colloquialisms. I actually find them quite amusing, but that's besides the point, haha.

This book has a lot of useful information and it is so easy to read. I feel like he is talking one on one with you. He tells you obvious things that you would have never thought about. The book is well made and every page is bursting with information to help you with your graphic design career. I recommend this book to anyone in the graphic design field.

I was not as impressed with this version of Know Your Onions as I was with the web design version. De Soto's text is very engaging, but seems to meander through graphic design concepts, highlighting some and truncating others. For general graphic design concepts, it is perhaps a good book, but it might be tough for a novice designer to understand.

Exactly as listed. Great book.

...book was great though. I loved that it challenges the reader to take action rather than hand-holding them through a process. This was exactly what I was looking for in a design book and I applaud the author for constructing his narrative as such. Also, another shout-out to the book design itself. Great approach that makes you want to carry it around with you wherever you go. Color helps it pop out on your bookshelf while the compact size allows it to be easily transported. Bonus points for the strap which allowed me to have an improptu bookmark. The cardboard cover was an interesting approach; the text on it printed well, however it is prone to creasing. Considering I bought this for the knowledge, it's hardly a dealbreaker. All in all a great addition to any designer's collection, and a book I wished that I had five years ago.

This book was funny, simply written and thorough on a variety of topics relating to graphic design. I'd recommend it for people interested in learning more before considering working in the field, or who are new to it. The author is a traditionalist, which is good to know before reading.

Good product and great seller on time and trustworthy

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

Know Your Onions - Graphic Design: How to Think Like a Creative, Act like a Businessman and Design Like a God 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) Act Like a Lady, Think Like a Man, Expanded Edition CD: What Men Really Think About Love, Relationships, Intimacy, and Commitment Act like a Lady, Think like a Man: What Men Really Think About Love, Relationships, Intimacy, and Commitment Act Like a Lady, Think Like a Man, Expanded Edition: What Men Really Think About Love, Relationships, Intimacy, and Commitment The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) ACT Prep Book: ACT Secrets Study Guide: Complete Review, Practice Test, Video Tutorials for the ACT Test ACT Exam Flashcard Study System: ACT Test Practice Questions & Review for the ACT Test (Cards) How to Think Like Sherlock: Improve Your Powers of Observation, Memory and Deduction (How To Think Like series) Onions & Peppers: Not Just For Seasoning! (Southern Cooking Recipes Book 38) Buried Onions Do You Think What You Think You Think?: The Ultimate Philosophical Handbook Think Like a Lawyer Don't Act Like One: The Essential Rules for the Smart Negotiator Act Like a Leader, Think Like a Leader Think Like a Lawyer Don't Act Like One Essential ACT, 2nd Edition: Flashcards + Online: 500 Need-to-Know Topics and Terms to Help Boost Your ACT Score (College Test Preparation) Think Like Einstein: Think Smarter, Creatively Solve Problems, and Sharpen Your Judgment. How to Develop a Logical Approach to Life and Ask the Right Questions Creative Anarchy: How to Break the Rules of Graphic Design for Creative Success Think Like Einstein: Think Smarter, Creatively Solve Problems, and Sharpen Your Judgment Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)