

## Visual Design Jim Krause

Visual DesignPearson Education

*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 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.*

*Presents advice on creating quality design work using repeatable process that solves visual communications issues.*

*Design Fundamentals: Notes on Type looks like a design student's sketchbook with handwritten notes and full-color, hand-drawn illustrations. But it's more than that. This gorgeously illustrated "notebook" is a full-blown typography course in disguise. Young designers are lured in by the lush graphics and quirky layout only to discover by the end of the book that they've learned all of the key concepts taught in a foundational course on type. They'll learn about the history of letterforms, the anatomy and physiology of type, the basics of measurements and spacing, how to recognize and choose type for design projects, and more. Fun and fast-paced, this creative notebook isn't required reading, it's desired reading; and it's the third in a series of Design Fundamentals books that students will want to keep and enjoy long after they've mastered these basic building blocks of design. This book includes:*

- Core instruction on the history, anatomy, and structure of type
- Direction on the basics of measurement and spacing: leading, kerning, indents, and line lengths both in text and display sizes, and optical measurement considerations.
- Examination of the use, mood, and "voice" of type as seen in creative work and professional examples
- Exercises and projects for practice and concept development
- Strange and delightful illustrations created specifically for this book (to inspire action)
- A companion website stocked with additional projects, a bibliography, glossary, and links to additional visual examples.

*Store Design and Visual Merchandising, Second Edition*

*Notes on Type*

*A Guide for the Transitioning Designer*

*Color Index*

*The History of a Color*

*Readings from the Field*

*Creative Sparks*

**Within every picture is a hidden language that conveys a message, whether it is intended or not. This language is based on the ways people perceive and process visual information. By understanding visual language as the interface between a graphic and a viewer, designers and illustrators can learn to inform with accuracy and power. In a time of unprecedented competition for audience attention and with an increasing demand for complex graphics, Visual Language for Designers explains how to achieve quick and effective communications. New in paperback, this book presents ways to design for the abstract ideas concrete.**
**How to best express visual complexity**
**How to charge a graphic with energy and emotion**
**GRAPHIC DESIGN SOLUTIONS, 6th EDITION, is the most comprehensive reference on graphic design for print and screen media. Author Robin Landi introduces principles of design and how they apply to the various graphic design disciplines, and major applications are explained and illustrated with professional work and diagrams. This text serves as a solid foundation for typographic design, advertising design and graphic design. In-depth coverage includes such topics as design principles, the design process, concept generation, branding and visual identity, design for web and mobile, package design, portfolio development, social media, ad campaigns and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.**

**Idea Index** kick-started a revolution in graphic design books, unique in size, feel—and most important—wealth of ideas. **Layout Index** is the next step, a compendium of layout idea-generators that will help designers explore multiple possibilities for visual treatments each time they turn the page. The visual and textual suggestions are divided into eight major areas, including newsletters, flyers, posters, brochures, advertising, stationery, page layout, and Web pages.

**Take a peek inside the heads of some of the world's greatest living graphic designers. How do they think, how do they connect to others, what special skills do they have? In honest and revealing interviews, nineteen designers, including Stefan Sagmeister, Michael Beirut, David Carson, and Milton Glaser, share their approaches, processes, opinions, and thoughts about their work with noted brand designer Debbie Millman. The internet radio talk host of Design Matters, Millman persuades the greatest graphic designers of our time to speak frankly and openly about their work. How to Think Like a Great Graphic Designer offers a rare opportunity to observe and understand the giants of the industry. Designers interviewed include—Milton Glaser—Stefan Sagmeister—David Carson—Paula Scher—Abbott Miller—Lucille Tenazas—Paul Sahre—Emily Oberman and Bonnie Siegler—Chip Kidd—James Victore—Michael Beirut—Michael Bierut—Seymour Chwast—Jessica Helfand and William Drenttel—Skeet Geissbuhler—John Maeda Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.**

**Visual Design**

**Graphic Design**

**Logo Design Love**

**The Elements of Graphic Design**

**Over 1500 New Color Combinations. For Print and Web Media. CMYK and RGB Formulas.**

**The Design Method**

**The Designer's Ultimate Index**

Seventy-nine Short Essays on Design bring together the best of designer Michael Bierut's critical writing—serious or humorous, flattering or biting, but always on the mark. Bierut is widely considered the finest observer on design writing today. Covering topics as diverse as Twyla Tharp and ITC Garamond, Bierut's intelligent and accessible texts pull design culture into crisp focus. He touches on classics, like Massimo Vignelli and the cover of The Catcher in the Rye, as well as newcomers, like McSweeney's Quarterly Concern and color-coded terrorism alert levels. Along the way Nabakov's Pale Fire; Eero Saarinen; the paper clip; Celebration, Florida; the planet Saturn; the ClearRx pill bottle; and paper architecture all fall under his pen. His experience as a design practitioner informs his writing and gives it truth. In Seventy-nine Short Essays on Design, designers and nondesigners alike can share and revel in his insights.

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 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 design and creative life.

"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. 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"-. 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 distinguish fonts like a 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.

**Graphic Design Cookbook**

**Idea Index**

**For Graphic, Web, Textile and Craft Designers**

**Design Fundamentals**

**Type Idea Index**

**The New Basics**

**Designing and Creating Effective Visual Symbols**

*Sit! Stay! Be Creative!* It's tough to be creative on command. And with deadlines looming, you can't wait for inspiration to strike. That's where *Idea Index* comes in. Don't let the small size fool you. Inside you'll discover thousands of big ideas for graphic effects and type treatmnts — via hundreds of prompts designed to stimulate, quicken and expand your creative thinking. Use *Idea Index* to brainstorm ideas, to unclog your mind, and to explore different looks and approaches. *The Idea Index* — instant creative genius when you need it most! *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.*

*Human, and other luminary designs. Thinking in Icons also features the work Sockwell has done with an impressive roster of blue-chip international brands, including Facebook, Google, Yahoo, Sony and Yahoo. This is an explicit and useful guide, an intelligent "how-to" book for professionals. It lays the groundwork and creates context by exploring essential concepts, defining terms that may be new or unfamiliar, and then moves forward with practical software techniques. All the while it is building on the existing knowledge and experience of its professional design audience. Taking Your Talent to the Web is based on the Populi Curriculum in Web Communications Design, developed by Jeffrey Zeldman in cooperation with Populi, Inc. (www.populi.com) and the Pratt Institute. The book's purpose is to guide traditional art directors and print designers as they expand their existing careers to include the new field of professional Web Design.*

*A new take on color combinations! Color Index 2 contains hundreds of different color combinations, each with an accurate formula for both print and web use. You'll easily find the best colors for your piece with chapters organized by dominant hue, and with unique expansion palettes—sets of four related hues arranged from dark to light—that allow you to explore even more color combinations for limitless possibilities. Designers, illustrators, photographers and fine artists alike will find this book an indispensable tool when it comes to finding color-related ideas and solutions. A companion to its best-selling predecessor, Color Index 2 offers even more colors and fresh new combinations of colors, making it easier than ever to create harmonious palettes for whatever project you're working on!*

*Seventy-nine Short Essays on Design*

*Graphic Design Solutions*

*Transcending CSS*

*An Introduction*

*A Guide to Creating Iconic Brand Identities*

*The Fine Art of Web Design*

*Design Basics Index*

*Not Your Typical Digital Photography Book Photo Idea Index is a "what if" book intended to supercharge the creative passion and technical savvy of both designers and photographers. Whether you're an amateur or a seasoned pro, this book will expand your vision of the world and provide you with hundreds of ideas and tips designed to strengthen your ability to capture and create images that are intriguing, technically sound and aesthetically attractive. What's more, every image inside Photo Idea Index was created specifically for this book (no stock photos!) using modestly priced cameras and equipment that are readily available to those of us without mega-amounts of cash to spend. Photo Idea Index is truly a one-of-a-kind resource for image-makers of today.*

*Icons, shape the way we see the world around us in business, communication, entertainment, and much more. Now is your chance to learn to speak the textless language of icons with Thinking in Icons. From the most refined corporate visual systems to the ubiquitous emoji, icons have become an international language of symbols as well as a way to make a wholly unique statement. Without even realizing it, billions of people interpret the language of icons each day. This is the designer's guide to creating the next great statement. In Thinking in Icons, artist and designer Felix Sockwell—logo developer for Appleand other high-profile companies, as well as GUI creator for the New York Times app—takes you through the process of creating an effective icon. You will cover many styles and visual approaches to this deceptively complex art. Sockwell also offers examples of his collaborations with Stefan Sagmeister, Debbie Millman, and other luminary designers. Thinking in Icons also features the work Sockwell has done with an impressive roster of blue-chip international brands, including Facebook, Google, Yahoo, Sony and Yahoo.*

*This is an explicit and useful guide, an intelligent "how-to" book for professionals. It lays the groundwork and creates context by exploring essential concepts, defining terms that may be new or unfamiliar, and then moves forward with practical software techniques. All the while it is building on the existing knowledge and experience of its professional design audience. Taking Your Talent to the Web is based on the Populi Curriculum in Web Communications Design, developed by Jeffrey Zeldman in cooperation with Populi, Inc. (www.populi.com) and the Pratt Institute. The book's purpose is to guide traditional art directors and print designers as they expand their existing careers to include the new field of professional Web Design.*

*The long awaited follow-up to our all-time bestseller Thinking with Type is here. Type on Screen is the definitive guide to using classic typographic concepts of form and structure to make dynamic compositions for screen-based applications. Covering a broad range of technologies—from electronic publications and websites to videos and mobile devices—this hands-on primer presents the latest information available to help designers make critical creative decisions, including how to choose typefaces for the screen, how to style beautiful, functional text and navigation, how to apply principles of animation to text, and how to generate new forms and experiences with code-based operations. Type on Screen is an essential design tool for anyone seeking clear and focused guidance about typography for the digital age.*

*Layout for Graphic Designers*

*Grid Principles for Web Design*

*Thirty Days of Creative Design Exercises & Career-Enhancing Ideas*

*Thinking in Icons*

*2000 Colour Combinations*

*The Logo Brainstorm Book*

*Taking Your Talent to the Web*

*Type Idea Index is a tool—an idea-generating, horizon-expanding, knowledge-broadening power-tool that can be used to boost the creative output of designers, illustrators and anyone else who uses type. The basic principle behind Type Idea Index is simple: ideas breed ideas. If you are looking for new ways of employing type in your works of art and design (or new twists to apply to your current typographic techniques), check out Type Idea Index. You'll find yourself face-to-face with 650+ custom-created, idea-sparking examples of typography and type-intensive design. For maximum user-friendliness, these samples are organized according to the theme they express (Energy, Elegance, Order, Rebellion) and the sort of real-world application they relate to (Initials, Monograms, Logos, headlines, paragraphs). Expand your knowledge of type and brainstorm for ideas every time you design with letters and words. Type Idea Index is the sixth installment in the best-selling, globally popular Index series by Jim Krause.*

*In this beautiful and richly illustrated book, the acclaimed author of Blue and Black presents a fascinating and revealing history of the color green in European societies from prehistoric times to today. Examining the evolving place of green in art, clothes, literature, religion, science, and everyday life, Michel Pastoureau traces how culture has profoundly changed the perception and meaning of the color over millennia—and how we misread cultural, social, and art history when we assume that colors have always signified what they do today. Filled with entertaining and enlightening anecdotes, Green shows that the color has been ambivalent: a symbol of life, luck, and hope, but also disorder, greed, poison, and the devil. Chemically unstable, green pigments were long difficult to produce and even harder to fix. Not surprisingly, the color has been associated with all that is changeable and fleeting: childhood, love, and money. Only in the Romantic period did green definitively become the color of nature. Pastoureau also explains why the color was connected with the Roman emperor Nero, how it became the color of Islam, why Goethe believed it was the color of the middle class, why some of the world's greatest scholars speculated that the ancient Greeks couldn't see green, and how the color was denigrated by Kandinsky and the Bauhaus. More broadly, Green demonstrates that the history of the color is, to a large degree, one of dramatic reversal: long absent, ignored, or rejected, green today has become a ubiquitous and soothing presence as the symbol of environmental causes and the color of hope.*

*Aimed at designers and anyone who works with layout of magazines, newsletters, books, posters, or other media, this handbook has over a thousand line drawings that illustrate effective design devices, type treatment, and pictorial issues. By providing over a thousand combinations of colors made from hundreds of varied hues, this book is meant to provide professionals, amateurs and students of visual media with a resource for exploring color combinations that can be applied to visual media of all sorts. -- Introduction*

*Green*

*The Sketchnote Workbook*

*Layout Index*

*Advanced Techniques for Taking Visual Notes You Can Use Anywhere*

*Lessons in Typography*

*Graphic Design Theory*

*Color Index XL*

This very popular design book has been wholly revised and expanded to feature a new dimension of inspiring and counterintuitive ideas to thinking about graphic design relationships. The Elements of Graphic Design, Second Edition is now in full color in a larger, 8 x 10-inch trim size, and contains 40 percent more content and over 750 images to enhance and better clarify the concepts in this thought-provoking resource. The second edition also includes a new section on Web design; new discussions of modularity, framing, motion and time, rules of randomness, and numerous quotes supported by images and biographies. This pioneering work provides designers, art directors, and students—regardless of experience—with a unique approach to successful design. Veteran designer and educator Alex. W. White has assembled a wealth of information and examples in his exploration of what makes visual design stunning and easy to read. Readers will discover White's four elements of graphic design, including how to: define and reveal dominant images, words, and concepts; use scale, color, and position to guide the viewer through levels of importance; employ white space as a significant component of design and not merely as background; and use display and text type for maximum comprehension and value to the reader. Offering a new way to think about and use the four design elements, this book is certain to inspire better design. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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.

The creative and science-driven design of the point of sale has become a crucial success factor for both retailers and service businesses. In the newly revised and expanded edition of this book, you will learn some of the shopper marketing secrets from the authors about how you can design your store to increase sales and delight shoppers at the same time. By the time you are through reading, you will have learned how shoppers navigate the store, how they search for products, and how you can make them find the products you want them to see. You will also be able to appeal to shopper emotions through the use of colors, scents, and music, as well as make shopping memorable and fun by creating unique experiences for your shoppers. The focus is on the practical applicability of the concepts discussed, and this accessible book is firmly grounded in consumer and psychological research. At the end of each chapter, you will find several takeaway points. The book concludes with the "Store Design Cookbook," full of ready-to-serve recipes for your own store design and visual merchandising process.

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.

**Color for Designers**

**Ninety-five Things You Need to Know- Told in Helvetica and Dingbats**

**Ninety-five things you need to know when choosing and using colors for layouts and illustrations**

**An Index of 150+ Concepts, Images and Exercises to Ignite Your Design Ingenuity**

**Color Index 2**

**Ordering Disorder**

**Type on Screen**

**Describes the design process using CSS and markup to create original Web sites.**

**Layout for graphic design concerns the arrangement of text and images on a page. How these elements are positioned, both in relation to one another, and within the overall design scheme, will affect how content is viewed and received. Whether in print or online, it is key to powerful visual communication. Layout for Graphic Designers provides visual arts students with a theoretical and practical underpinning of this design subject. Packed with over 200 examples from key contemporary practices, and fully illustrated with clear diagrams and inspiring imagery, it offers an essential exploration of the subject. This third edition has been updated to include 25 new images and 6 new case studies from Lundgren + Lindqvist, and the grid has long been an invaluable tool for creating order out of chaos for designers of all kinds—from city planners to architects to typesetters and graphic artists. In recent years, web designers, too, have come to discover the remarkable power that grid-based design can afford in creating intuitive, immersive, and beautiful user experiences. Ordering Disorder delivers a definitive take on grids and the Web. It provides both the big ideas and the brass-tacks techniques of grid-based design. Readers are sure to come away with a keen understanding of the power of grids, as well as the design tools needed to implement them for the World Wide Web. Khoi Vinh is internationally recognized for bringing the tried-and-true principles of the typographic grid to the World Wide Web. He is the former Design Director for NYTimes.com, where he consolidated his reputation for superior user experience design. He writes and lectures widely on design, technology, and culture, and has published the popular blog Subtraction.com for over a decade. More information at grids.subtraction.com**

**A Critical Guide for Designers, Writers, Developers, and Students**

**Must-Know Typographic Principles Presented Through Lessons, Exercises, and Examples**

**Photo Idea Index**

**Visual Language for Designers**

**Graphic Design Theory is organized in three sections: "Creating the Field" traces the evolution of graphic design over the course of the early 1900s, including influential avant-garde ideas of futurism, constructivism, and the Bauhaus; "Building on Success" covers the mid- to late twentieth century and considers the International Style, modernism, and postmodernism; and "Mapping the Future" opens at the end of the last century and includes current discussions on legibility, social responsibility, and new media. Striking color images illustrate each of the movements discussed and demonstrate the ongoing relationship between theory and practice. A brief commentary prefaces each text, providing a cultural and historical framework through which the work can be evaluated. Authors include such influential designers as Herbert Bayer, L'szlo Moholy-Nagy, Karl Gerstner, Katherine McCoy, Michael Rock, Lev Manovich, Ellen Lupton, and Lorraine Wild. Additional features include a timeline, glossary, and bibliography for further reading. A must-have survey for graduate and undergraduate courses in design history, theory, and contemporary issues, Graphic Design Theory invites designers and interested readers of all levels to plunge into the world of design discourse.**

**Color Index - Powerful, Inspiring, Real. This set contains three practical design books for idea-hungry designers. Idea Index - Thousands of ideas for graphic effects and type treatments and stimulating prompts for when you need them most. Color Index - Over 1100 color combinations, formulas, techniques and examples for exploring color in both print and web. Makes choosing hues easy! Layout Index - Hundreds of visual and written idea generators for bold graphics and creative solutions, no matter what your layout challenge. 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 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!**

**The grid has long been an invaluable tool for creating order out of chaos for designers of all kinds—from city planners to architects to typesetters and graphic artists. In recent years, web designers, too, have come to discover the remarkable power that grid-based design can afford in creating intuitive, immersive, and beautiful user experiences. Ordering Disorder delivers a definitive take on grids and the Web. It provides both the big ideas and the brass-tacks techniques of grid-based design. Readers are sure to come away with a keen understanding of the power of grids, as well as the design tools needed to implement them for the World Wide Web. Khoi Vinh is internationally recognized for bringing the tried-and-true principles of the typographic grid to the World Wide Web. He is the former Design Director for NYTimes.com, where he consolidated his reputation for superior user experience design. He writes and lectures widely on design, technology, and culture, and has published the popular blog Subtraction.com for over a decade. More information at grids.subtraction.com**