



Graphics Essentials for Small Offices

David Loeff

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A concise graphics handbook for non-designers.

Do you need to visually present and brand your organization with quality graphic design but lack the in-house expertise to get the job done? Want to learn how short-staffed organizations can design and deliver effective visual communications without investing in classes and high-priced software or hiring an expensive graphic designer?

Most books on graphic design are intended for designers in training or those already established in their careers. If you're a computer savvy, multi-tasking professional needing outstanding visual branding and lacking the knowledge or personnel to provide it, this graphics handbook is what you're looking for.

This design handbook won't make you a graphics expert, but it will help you make expert decisions about when to delegate visual presentation tasks, when to perform them yourself, and when to out-source them.

Inside this concise graphics handbook, you'll learn the advantages and disadvantages of digital and traditional printing, how to plan your marketing budget, cut your printing costs, and how to avoid costly mistakes. Whether you're a lawyer learning typography basics, a therapist gaining prepress knowledge, or a trainer improving poor photos, this handbook provides the basics you need without the fluff you don't.

Learn to answer these important questions:

- **What is graphic design and what do I need to know about it?**
- **How do I establish a visual identity, or brand, for my small organization?**
- **What do I need to know about typography?**
- **What graphic file formats provide the best web usability and printed results?**
- **How can I make a dull image look better?**
- **What special prepress issues do I need to know about?**
- **Can I use inexpensive software and still get good results?**
- **What do I need to ask my designer or printer to ensure good results?**

Contains illustrations, bibliography and glossary.

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