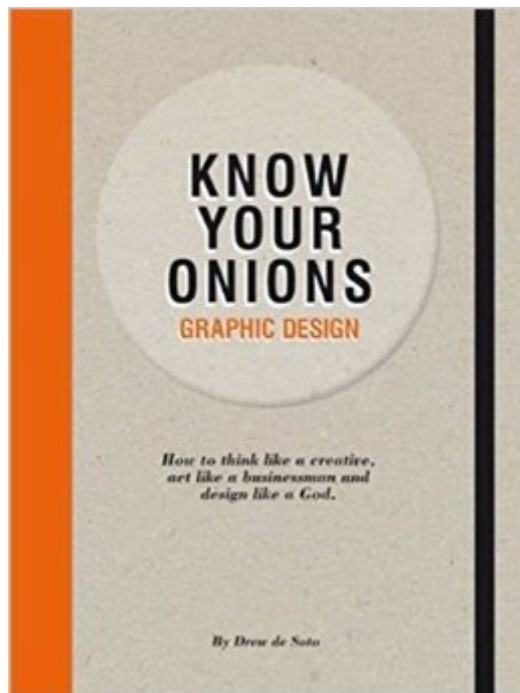


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Know Your Onions - Graphic Design: How To Think Like A Creative, Act Like A Businessman And Design Like A God



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

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Customer Reviews

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.

This book is not a typical 'how to' book, more of a helping hand and guide. I found it really easy to read and follow and picked up a lot of tips and tricks along the way. You can tell its written by someone who knows their stuff: the author teaches you best practice and how to design to your best potential. It's good to get an insight into the industry and know what is expected from a designer. I have the book next to my computer and often use it as a reference or check little things for typography and print issues. I really like the design, and some pages have been left blank so you can make notes. I'm in my second year at UNI and i feel this book has given me a step up against my classmates. I have recommended this book to my friends and i even taught my tutor a couple of things that he didn't know!

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.

One of the most engaging technical books I've ever had the pleasure of reading. Drew de Soto brings humour and great experience to the table making the foundational concepts of graphic design easy to grasp. I had a notepad and pen next to me the whole time jotting down notes with some incredibly practical ways to improve my learning in this area.

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.

Someone needs to tell Soto, the author, that this book needs to be on kindle. I would like to read this on any notebook

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