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Design Matters: Brochures 01 (v. 1)

Michelle Taute



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Design Matters: Brochures 01 (v. 1) Michelle Taute **The nuts and bolts of effective brochure design.**

The design bar is at an all-time high for those brave enough to participate in the industry. Today's designers must be clear on all the steps necessary to create work that stands out in an increasingly competitive marketplace. Unfortunately, most design books only focus on type, color, and layout issues. The Design Matters series takes a more in-depth approach, allowing designers to learn not only how to create work that is aesthetically appealing, but also strategy-driven and smart.

This book focuses on developing, creating and implementing brochure designs, while others in the series dissect packaging, logos, publications, and letterhead systems. Each book offers all the essential information needed to execute strong designs in concert with beautiful and well-crafted examples, so readers can successfully hit the mark every time.

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