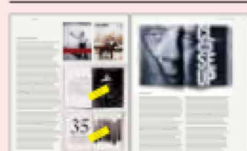
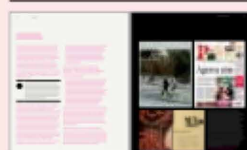
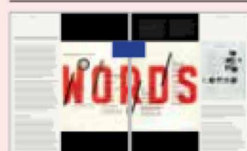
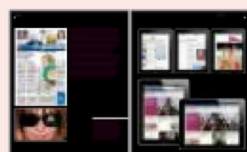


Cath Caldwell & Yolanda Zappaterra

EDITORIAL DESIGN

DIGITAL AND PRINT

Richly illustrated with examples from both print and digital publications, this book is the designer's essential toolkit to the evolving world of creative editorial design. With insider advice and opinions from leading contemporary designers, it will teach readers everything they need to know to reach the top of the profession.



CHAPTER 1 EDITORIAL DESIGN

6

Examines what editorial design is and the various roles that designers play in both print and digital

CHAPTER 2 EDITORIAL FORMATS

22

A survey of current editorial design across both digital and print formats, looking at regularly published newspapers and magazines that set and dictate trends.

CHAPTER 3 COVERS

40

An overview of historical covers, showing you how to draw your potential reader to your publication and how to use a digital cover as a portal to content and establish a brand message.

CHAPTER 4 INSIDE THE PUBLICATION

76

This section looks at the anatomy of a publication, from contents pages in print and navigation panels in digital to individual sections and typography.

CHAPTER 5 CREATING LAYOUTS

108

A look at the different requirements of a layout (space, amount of copy, purpose) and the underlying principles of design (symmetry, asymmetry and the use of images).

CHAPTER 6 EDITORIAL DESIGN SKILLS

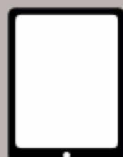
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A round-up of the technical and practical skills that the editorial designer must master, from skillful page preparation and managing time and cost on projects to changing production skills.

CHAPTER 7 LOOKING BACK LOOKING FORWARD

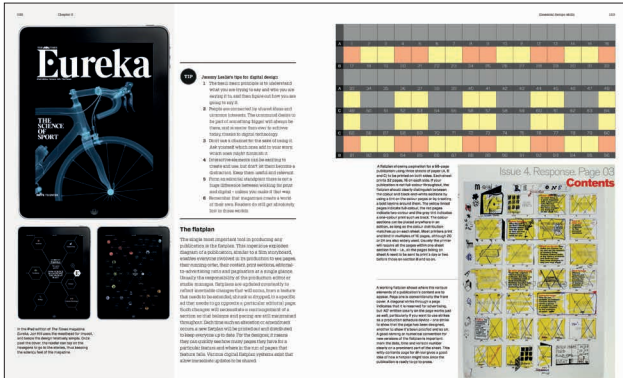
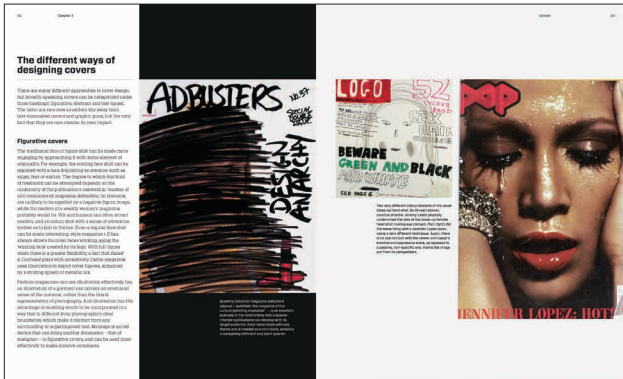
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A historical overview of some of the greats of editorial design, showing the part the past plays in mapping out future trends and directions.



Editorial Design Digital & Print

Cath Caldwell and Yolanda Zappaterra



Specification

Format: 9 1/8 x 7 1/2 in

Extent: 240 pages

Illustrations: 400 color illustrations

Binding: Paperback with flaps

ISBN: 978 1 78067 164 2

Price: US\$ 29.95

To be published: October 2014



www.laurenceking.com

Distributed in the United States by
Chronicle Books
Telephone: +1 800-759-0190
Fax: +1 800-286-9471
Email: frontdesk@chroniclebooks.com
www.chroniclebooks.com

Distributed in Canada by
Raincoast Books
Telephone: +1 (604) 323-7100
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Email: info@raincoast.com
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USA Telephone: +1 505-986-8458
Email: jerry@jc-carrillo.com

