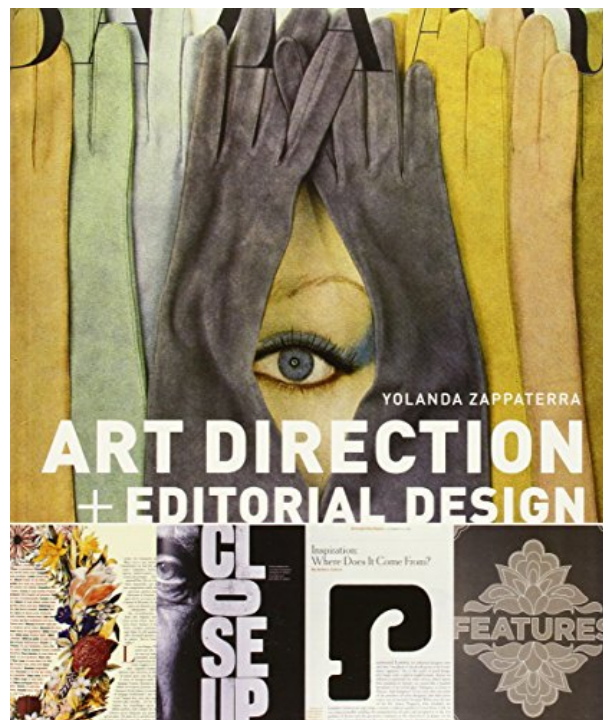
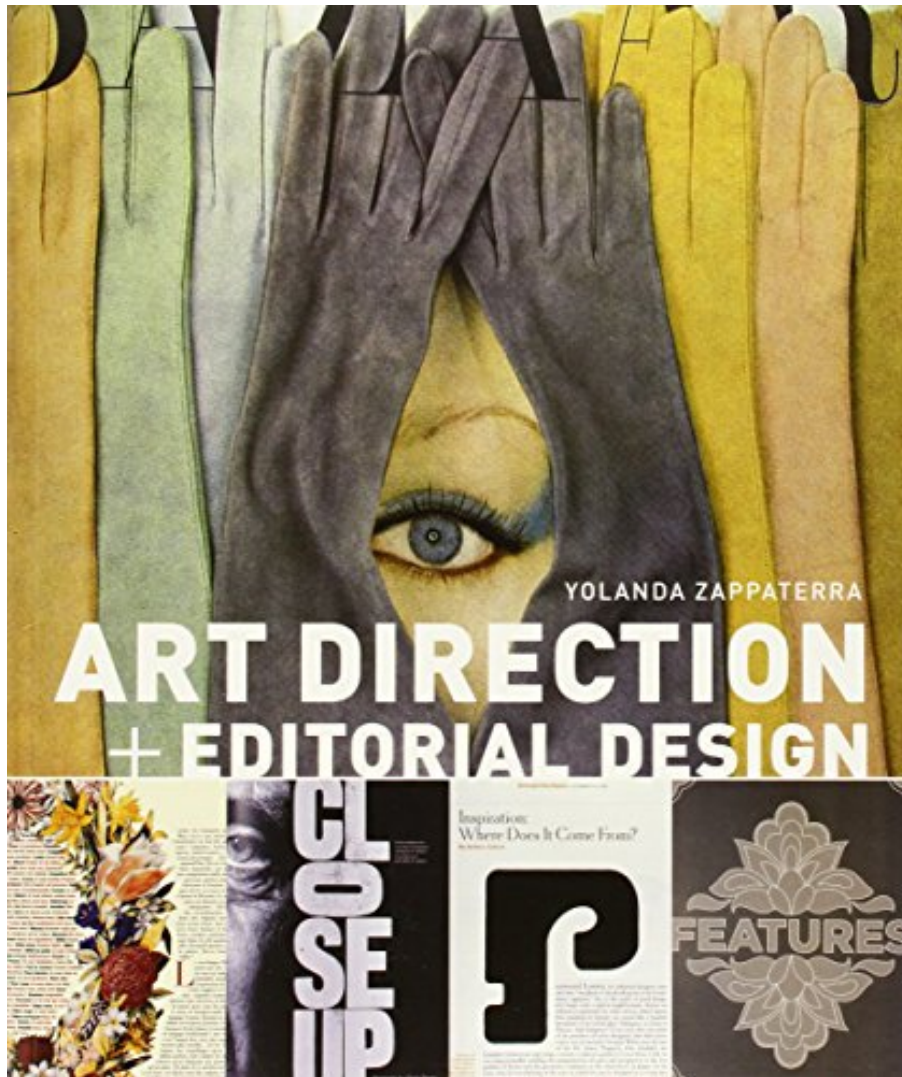


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About the Author

Yolanda Zappaterra is a writer and designer. She has written four books on design—most recently on the timely subject of ethical design—and is a regular contributor to Design Week and Grafik. She also writes for Time Out magazine. She is currently an associate lecturer at Central Saint Martins College of Art & Design, London, where she teaches in the graphic design school.

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Thousands of magazines, newspapers, and journals are launched every year, but only a handful survive. What gives these few newcomers their staying power: content? branding? design?

Art Direction and Editorial Design is an accessible and comprehensive guide to visual journalism—the design of magazines and newspapers, both in their print and online forms. Illustrated with case studies, examples, practical exercises, and tips, the book explains the fundamentals of editorial design and layout. It provides an overview of current editorial design practices and explains how design and production for publications is organized while also tackling broad issues that can often make or break careers in the field.

Subjects covered include branding, how to create layouts, handling copy and images, design and production skills, and trends in the field. Included are interviews with and profiles of such leading influential figures as Neville Brody, Tyler Brûlée, David Carson, Felix Dennis, Fernando Gutiérrez, and Eamonn McCabe, as well as examples of work by M.F. Agha, Alexey Brodovitch, Willy Fleckhaus, Henry Wolf, Cipe Pineles, and Fabien Baron.

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About the Author

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By EJPH

I've been looking for a book that concentrated on Editorial Design.

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The examples are very good and the case studies represent some of the best known names in Editorial design

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