

HOW TO DESIGN COOL STUFF

By John McWade

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In this book the author, John McWade, covers, brochures, business cards, CD covers, ads and even web and presentation design.

He shows many examples of mediocre design and how to create it into amazing redesigns. He does this a lot by using before and after images giving explanations of what was wrong in the before photo and instruction of how he improved it in the after photo. With all the helpful hints and tips I found this book to be super helpful and easy to understand.

There is also a small portion of the book dedicated to color theory, layout and typography. John gives a very clever technique for choosing typefaces that complement graphics the designer is using.

I really enjoyed this book and I highly recommend it. It has real value and you will find yourself referring to it often.

*Review by Kristine Farley
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