



# Design for Media: A Handbook for Students and Professionals in Journalism, PR, and Advertising

*Di Hand, Steve Middleditch*

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This essential guide provides you with a tailored introduction to the design techniques and production practices employed in the media industry. It presents clear and relevant explanations of how to design and produce any type of print and online publication to a professional standard, from pre-planning through to going to press or online. In providing the context, principles and thinking behind design over time, alongside the key practical techniques and know-how, this resource will enable you to present information clearly and effectively.

Key features:

- Provides a complete resource, explaining the background, theory and application of design as well as the 'how to'
- Tutorials and exercises demonstrate how to create clean, attractive and well-targeted designs
- Highly illustrated throughout
- Colour 'How to' sections explain in detail how to create layouts and work with type, pictures and colour successfully

*Design for Media* is a core resource for students and professionals in journalism, PR, advertising, design and across the media and creative sectors.

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