

Idea books

The following books are excellent resources to mine for creative ideas for your print projects.

The Desktop Publisher's Idea Book, 2nd Edition (Chuck Green, Random House, 368pages, ISBN 0679780068) is a treasure trove of unique marketing-oriented designs for everything from mailers to pocket folders. The designs can be used to simply enhance the creative process, or you may copy the designs verbatim by following the included measurements and specifications.

The Graphic Design Cookbook: Mix & Match Recipes for Faster, Better Layouts (Koren/Meckler, Chronicle Books, ISBN 0877015694) is unique. 142 pages of thumbnail sketches illustrate different design devices, type treatments, and grid structures. Paging through the section on folios, for example, reveals 36 different ideas for positioning and formatting page numbers.

Both books are widely available at large bookstores or on the Internet at www.amazon.com.

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