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**Sinopsis**

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Format represents the physical point of contact with the user; affecting how we receive a design's printed or online information. The book demonstrates how a creative approach to format selection and a careful consideration of presentation space can produce dramatic results within both print and digital media. It examines established format standards and, with the aid of fully-illustrated examples, suggests how thoughtful application of pre-existing models can add an extra dimension to design. "Basics Design: Format" provides a detailed guide to successful implementation of format for students and professionals alike.