

Recommended reading

Two books of interest to designers, communicators, marketers, and anyone involved in the design, printing, & publishing industry:

Idea Index: Graphic Effects and Typographic Treatments (Jim Krause, North Light Books, ISBN 1-58180-046-0) is a small, pocket-size volume intended to stimulate the creative process. As you thumb through the book, your brain will be kick-started by hundreds of simple ideas for graphic and type effects. Great for getting the creative juices flowing for logo and logotype design, illustrations, type, and headline special effects.

Inside the Publishing Revolution: The Adobe Story (Pamela Pfiffner, Adobe Press, ISBN 0-321-11564-3) is a large, beautifully designed volume covering the “desktop publishing” revolution, from the perspective of the growth of Adobe’s humble beginnings in 1982 to the success that it is today. Design and printing industry veterans, as well as those who are curious about the history of radical industry changes such as PostScript,

PDF, and Photoshop will find this book fascinating reading. For managers, it is a fascinating “business” read as it gives an inside view of some of the technical and marketing decisions, both good and bad, that have built Adobe Systems, Inc..

Keith Gilbert provides training & support services to help graphic designers and communicators convey print and Web messages effectively. Gilbert Consulting, 651 633-7148 www.gilbertconsulting.com