

BOOKS FOR CREATIVES

CREATIVITY • TOOLS • PRINCIPLES OF DESIGN



Typography from A to Z Basics and Best Practices for Graphic and Web Designers *by Patrick Marc Sommer, Natalie Gaspar*

ISBN 978-3-8362-6166-1

Pages 400

Format Hardcover

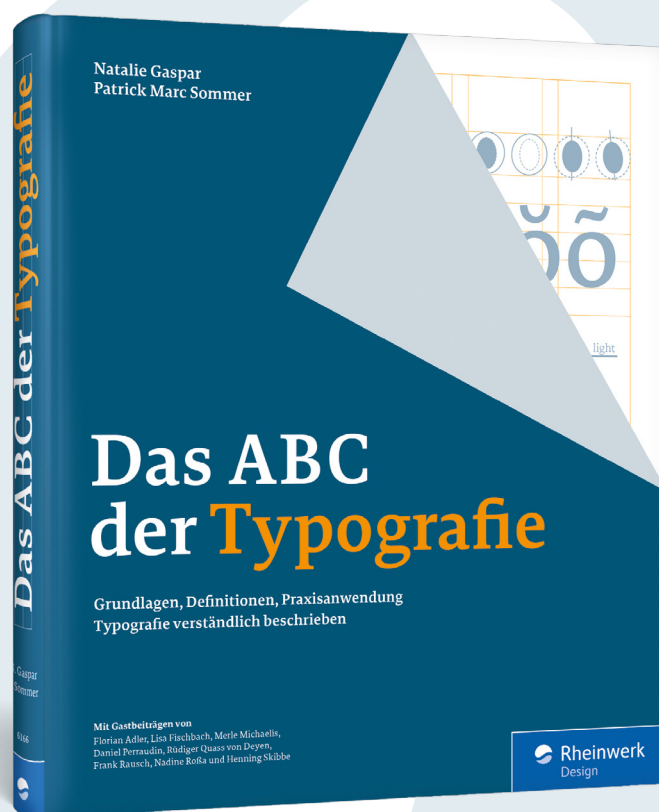
Trim Size 21 x 24 cm

Price 39.90 Euro

Review PDF available

More information in German:

www.rheinwerk-verlag.de/4597



The Big Book of Typography

- Font development, types of fonts, typography in the context of design, microtypography and much more
- Includes a chapter on the ideal usage of typography on websites and mobile devices
- Special: well-known typographers write about their favorite topics

Graphic Design from A to Z

Basics and Principles of Excellent Design *by Markus Wäger*

ISBN 978-3-8362-7496-8

Pages 391

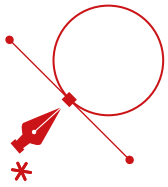
Format Hardcover

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Major design principles explained visually

- Understanding cause and effect of good design
- Introduction to the language of forms, colors, signs, typography and layout
- Every term is explained and illustrated on two pages
- Suited for communication designers, media and web designers in training, studies and profession

This book explains all the important terms of graphic design in a concise and visually attractive way. Expertly researched and visualized with photos and illustrations: Markus Wäger explains the laws of graphic design and reveals the codes that everyone should know in order to play cleverly with the viewer's perception.



By the same author:
The Big Book of Color

Rights Sold: Italian

Seeking Ideas

Inspirations and Impulses for Creatives *by Philipp Barth*

ISBN 978-3-8362-7807-2
Pages 303
Format Hardcover
Trim Size 14,8 x 21 cm
Price 29.90 Euro
Review PDF available

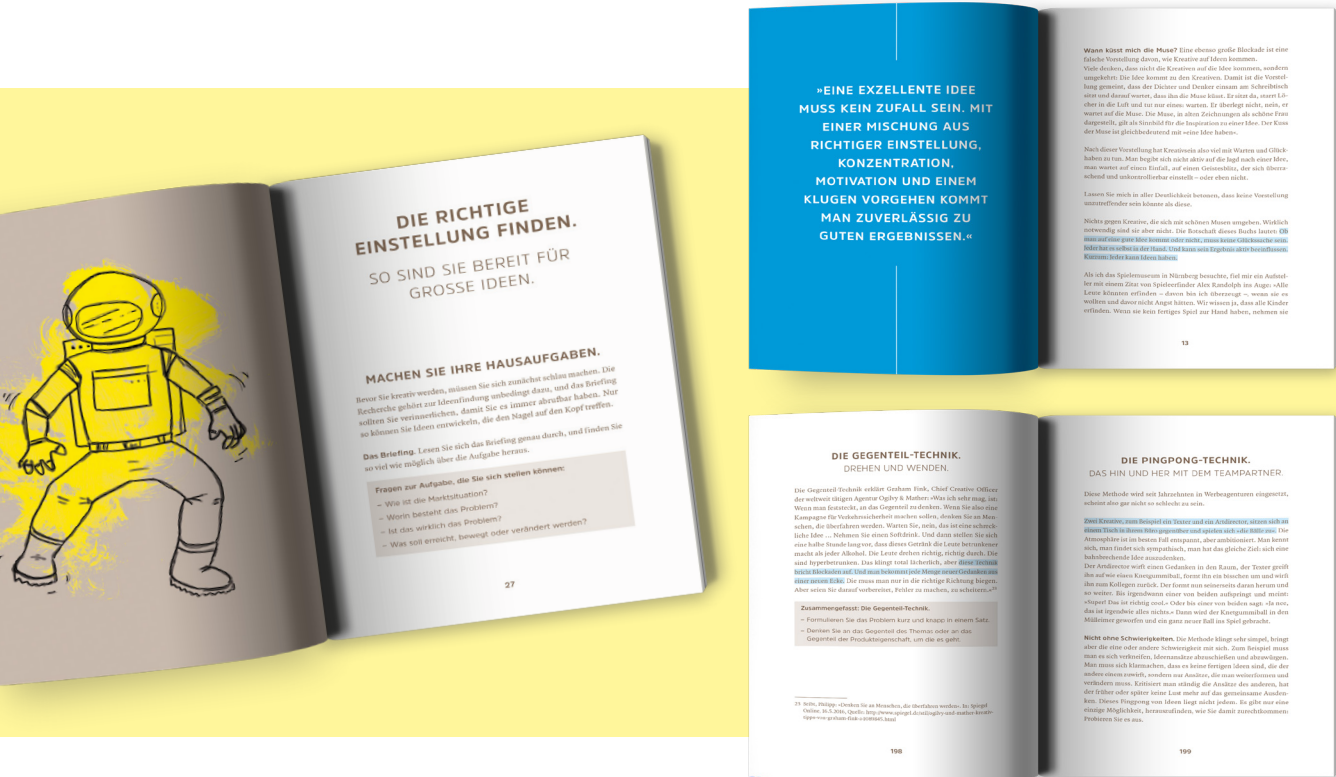
More information in German:
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TRAIN YOUR BRAIN TO FIND TREASURE



By the same author:
The Art of Simply Getting Started
Rights Sold: Korean

- Lose your fear of the white sheet of paper
- New mindsets and impulses for seeking successfully for creative ideas
- Brainstorming techniques, for oneself and for teams



Guide to Being Uncreative

Or: How to Find Better Ideas for Your Projects *by Dirk von Gehlen*

ISBN 978-3-8362-8024-2
Pages 200
Format Hardcover
Trim Size 14,8 x 21 cm
Price 29.90 Euro
Review PDF available 03/2021




Whatever you think,
think the opposite!



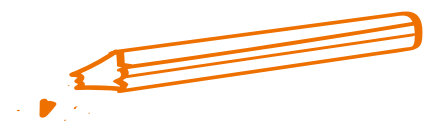
- Humorous approach to uncreativity and to finding better ideas with the help of obvious bad ideas
- Recognizing and eliminating obstacles in creative processes
- Workbook on creativity with exercises, examples and new impulses

About the Author



Dirk von Gehlen is an author, journalist and speaker. He is head of the Social Media and Innovation department at the renowned newspaper »Süd-deutsche Zeitung«. Dirk von Gehlen basically lives on the internet and he advocates a pragmatic approach to the new – for which he has found the perfect symbol in Shruggie

☹️ (ツ) ☹️ (»The Pragmatism Principle«).



Digital Hand Lettering

iPad Lettering with Procreate *by Ana Luiza Cavalcanti*

ISBN 978-3-8362-7728-0

Pages 192

Format Paperback

Trim Size 19 x 24 cm

Price 24.90 Euro

Review PDF available (1st edition)

More information in German:

www.rheinwerk-verlag.de/5139

**February 2021:
updated edition
on Procreate 5**



Digital lettering techniques explained step by step

- Various techniques and hands-on tutorials
- Light effects, glow, 3-D lettering, bouncing, water-color effects, transparency and much more
- Use brushes creatively and create them yourself
- Prior experience with lettering on paper useful
- The author is an experienced lettering expert:
www.instagram.com/analiza.design.calligraphy

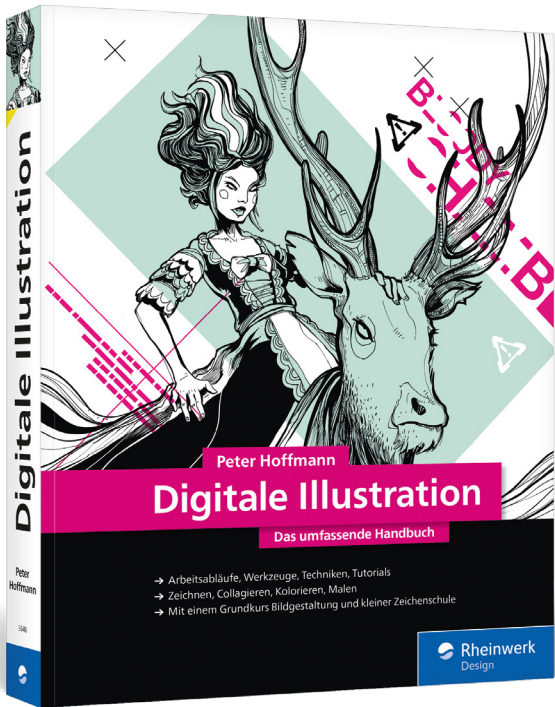
Digital lettering is fun and offers lots of creative possibilities on the go. And also: Procreate is a really cool app! This book shows how the techniques from hand lettering and calligraphy can be realized digitally. The author understands how to inspire the reader's creative ambition!

Digital Illustration

The Comprehensive Manual *by Peter Hoffmann*

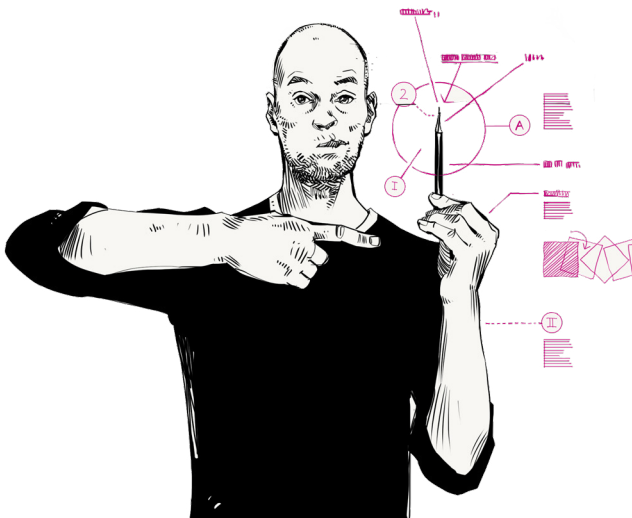
ISBN 978-3-8362-5648-3
Pages 432
Format Hardcover
Trim Size 19 x 24 cm
Price 39.90 Euro
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Learn digital illustration techniques from A to Z!

- Master the change from analog to digital drawing and painting techniques
- Tools, methods, different drawing styles and eight extensive step-by-step tutorials
- Includes introductions to image composition and drawing basics



Being Creative, Staying Creative

Tapping Your Own Resources Sensibly by Gudrun Wegener

ISBN 978-3-8362-4555-5

Pages 247

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Trim Size 14,8 x 21 cm

Price 29.90 Euro

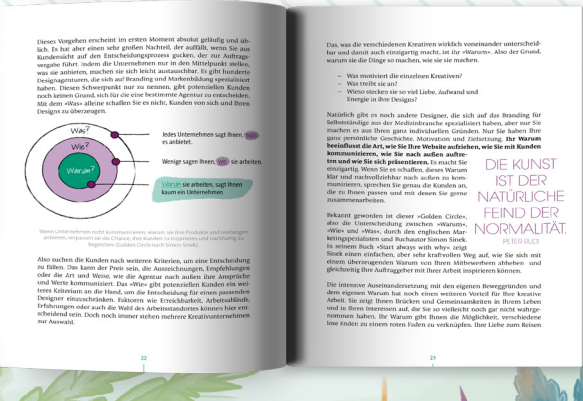
Review PDF available

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Regain control over your work-life balance!

- Time management and organizational skills
- Reduce stress and open up creative spaces



Affinity Publisher

The Hands-on Introduction *by Georg Walter*

ISBN 978-3-8362-8009-9

Pages 314

Format Paperback

Trim Size 17.2 x 23 cm

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Basic knowledge and inspiration for designers

- Affinity Publisher is a great and inexpensive alternative to Adobe InDesign
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- Suited for beginners in publishing
- Includes background information and numerous step-by-step tutorials

Affinity Publisher is the new tool of choice for designing convincing layouts, flyers, business cards and more. This basic course explains just the functions the readers will really need for a skillful use of Publisher. Complex topics are explained in a comprehensible way and tools are shown in action in easy-to-follow instructions.

Forthcoming:



Affinity Publisher
The Comprehensive Manual

ISBN 978-3-8362-7350-3

Pages 600

Format Hardcover

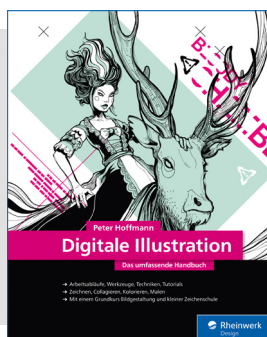
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Price 49.90 Euro



TOP 10 DESIGN TITLES 2020

1



Digital Illustration The Comprehensive Manual

ISBN 978-3-8362-5648-3

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Graphic Design and Composition The Comprehensive Manual

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Logo Design The Comprehensive Manual

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www.rheinwerk-verlag.de/4601

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5



Digital Hand Lettering iPad Lettering with Procreate

ISBN 978-3-8362-7171-4

www.rheinwerk-verlag.de/4940

Pages 188 **Format** Paperback

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Sketchnotes Visual Note-Taking Made Easy

ISBN 978-3-8362-4337-7

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Pages 214 **Format** Paperback

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Topseller: 9,000 copies

7



Color from A to Z

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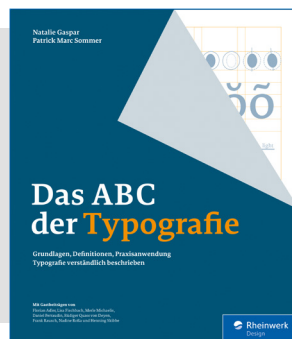
www.rheinwerk-verlag.de/4356

Pages 394 **Format** Hardcover

Trim Size 21 x 24 cm **Price** 39.90 Euro

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Typography from A to Z

ISBN 978-3-8362-6166-1

www.rheinwerk-verlag.de/4597

Pages 399 **Format** Hardcover

Trim Size 21 x 24 cm **Price** 39.90 Euro

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Introduction to Graphic Design & Composition

ISBN 978-3-8362-6000-8

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Trim Size 17.2 x 23 cm **Price** 24.90 Euro

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10



The Design Book for Non-Designer

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Pages 336 **Format** Paperback

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