Designing Visual Language: Strategies for Professional Communicators (Part of the Allyn & Bacon Series in Technical Communication)

By Charles Kostelnick, David D. Roberts, Sam Dragga

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More often workplace writing and document design takes a backseat in a company's mission/product. This book offers strategies and tools for document design of ALL types. Readers will extend to visual design the approach they assimilate in their writing and editing. It focuses on the kinds of situations and practical documents that employees encounter daily, with a special focus on audience, purpose, and context of the message. Topics include: perception and design; visual analysis; extra-textual design; pictures, and more. Writers and editors who design documents. **Part of the Allyn & Bacon Series in Technical Writing**, edited by Sam Dragga, Texas Tech University.

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Editorial Review

From the Back Cover

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