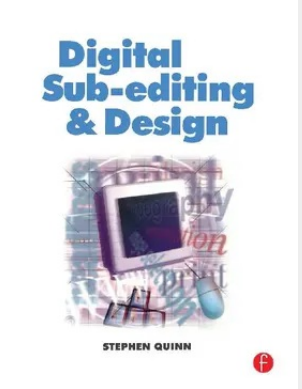
Quinn

Digital Sub-Editing and Design



This excellent book covers editing in the digital age, demonstrating the tools needed for effective text editing. Learn how to write powerful headlines and captions, and how to edit body text quickly and cleanly. It also concentrates on design in the digital environment, introducing typography and the related issues of readability and legibility. The skills of picture editing are explored, including image selection, cropping, manipulation and the ethics involved. These core skills and methods are then applied to the World Wide Web. Recent research into how people navigate Web pages is considered, and recommends ways to write more effectively for the online medium. The first section concentrates on editing in the digital age, demonstrating the tools needed for effective text editing. Dr Quinn shows how to write powerful headlines and captions, and how to edit body text quickly and cleanly. The middle section concentrates on design in the digital environment. Chapter five introduces typography and the related issues of readability and legibility. Chapter six covers the principles of design and how they can be applied to print and electronic publications. Chapter seven looks at the skills of picture editing, including image selection, cropping, manipulation and the ethics involved. Chapter eight investigates other forms of visual presentation such as diagrams, logos, maps and cartoons. In the final section, these core skills and methods are applied to the World Wide Web. Chapter nine considers recent research into how people navigate Web pages, and recommends ways to write more effectively for the online medium. Chapter ten examines how the principles of print design can (and cannot) be applied to Web pages.

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