Writing Design: Words and Objects

A Comprehensive Guide to Writing for Design Professionals

Writing is an essential skill for design professionals. Whether you're writing a blog post, a white paper, or a user manual, your words have the power to inform, persuade, and inspire. But writing for design is not always easy. The unique challenges of design writing require a specialized approach.

Writing Design: Words and Objects by Grace Lees-Maffei

★★★★★ 5 out of 5

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File size	: 8476 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
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In Writing Design: Words and Objects, author Khoi Vinh provides a comprehensive guide to writing for design professionals. He covers everything from the basics of grammar and punctuation to more advanced topics such as tone of voice and persuasive writing.

Vinh's approach to writing is grounded in the principles of design. He believes that writing should be clear, concise, and visually appealing. He also emphasizes the importance of using language that is appropriate for the target audience.

Writing Design: Words and Objects is an essential resource for any design professional who wants to improve their writing skills. Vinh's clear and concise writing style makes this book a pleasure to read, and his insights into the art of writing for design are invaluable.

What You'll Learn in Writing Design: Words and Objects

- The basics of grammar and punctuation

- How to write clear and concise text

- How to use typography and layout to enhance your writing

- How to write for different audiences

- How to write persuasive text

Who Should Read Writing Design: Words and Objects?

Writing Design: Words and Objects is a must-read for any design professional who wants to improve their writing skills. This book is also a valuable resource for students in design programs.

About the Author

Khoi Vinh is a designer, writer, and speaker. He is the author of several books on design, including Design Elements and Principles and The UX Book. Vinh is also the co-founder of the design studio Method.

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