



Designing Visual Language: Strategies for Professional Communicators (Part of the Allyn & Bacon Series in Technical Communication) (2nd Edition)

By Charles Kostelnick, David D. Roberts

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Written by two highly experienced teachers in the field of document design, *Designing Visual Language, 2/e* offers useful strategies and tools for document design of all types. A chief goal of the text is to enable students to extend the rhetorical approach they employ in writing and editing courses to the creation of various forms of visual communication. The text focuses on the kinds of situations and practical documents that occur in the workplace and blends this focus with a rhetorical approach that ties design to the audience, purpose, and context of messages.

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