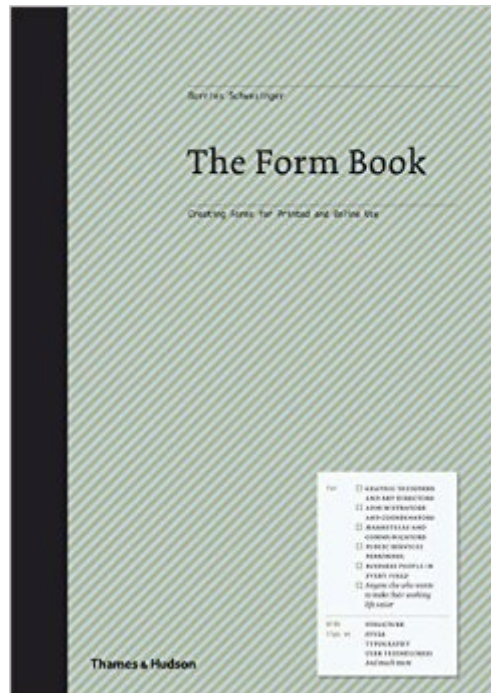# The Form Book: Creating Forms For Printed And Online Use

## Synopsis

A unique and practical guide to what good form design can achieve in business and communication. Order forms, invoices, applications, and questionnaires are all standardized ways of requesting or presenting information, designed to focus on the essentials and so make life faster and simpler. But if a form is too complicated, confusing, or obscure, it can become a barrier to clear communication, wasting time and money and potentially harming the publicâ ™s perception of a business or brand. Successful forms do existâ ”efficient, streamlined, even stylishâ ”but they are a challenge to create. Filled with practical advice and inspiring ideas, this book covers everything from grids and graphic devices to fonts and formatting, comparing all the options and clearly illustrating the advantages of each approach. An extensive collection of innovative form designs from top designers and studios showcases a range of thoughtful, elegant, or witty solutions to the task of form creation and proves that attention to even the smallest design elements can make a big difference in the way that people and organizations interact. 350 color illustrations

## Book Information

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## Customer Reviews

Length:   0:55 Mins

This is the bible of form design. It's 324 pages thick and they even use form paper material for the first feel pages, eh, to get you into the mood.It is comprehensive, covering not just the design but also on how to phrase questions to get the required response. There are tips on structure, style,

typography, user friendliness and much more. Included are plenty of examples from real life, from the dreaded tax forms to popular lottery forms.Here are the different types of forms covered:- Application forms- Registration forms- Declarations- Orders and contracts- Invoices, bills and receipts- Notices and statements- Questionaires- Certificates and passes- Tickets, cheques and shares- Records and checklists- Direct mailThe part on digital forms is just like printed forms, with the focus on collecting data -- huge amount of data. So you won't see examples of online user registration forms. Instead, it talks about the different ways printed forms can be translated for online use.This book is a great resource on designing forms.(There are more pictures of the book on my blog. Just visit my  profile for the link.)

Dear friends, this is one of the rare books recently published on graphic design which, in my view, with all due respect to other design authors, truly deals with the essence of graphic design--instead of just pushing us lots of that silly-typography hype down the throat. Its content is very much to the point, technical, and rigorous in a number of ways. For example, it addresses the contrast ratio between various color combinations of text and its background (and how this affects legibility and readability). As mentioned, I find it somewhat rare to come across a recently published design author who deals, as I see it, with the essence of design. In addition, the subject itself of designing printed and electronic forms is extremely critical and central to the craft of design. According to my impressions, very few people even know about this subject and discuss it. The designing of forms is, however, one of the most pervasive and noble manifestations of graphic design. I recommend this book to designers who humbly strive for excellence, who strive for a critical, technical, rigorous, and well-informed graphic design practice. This may not be the kind of book suited to superficially-minded newcomers who worship "impact" and do not even aspire to possess proper understanding of the specific nature of the design activity. This book, in my judgment, presents instead design as design should be, as design in fact used to be, as design is no longer understood and revered! Good design, friends, is, however, still possible--and needed! Peace and very best regards to all from Brazil! Claudio

Almost everything a person would need to develop a deep appreciation and love of forms. A beautiful publication. I highly recommend this work of 'form love'.

The Form Book: Creating Forms for Printed and Online Use Forms that Work: Designing Web Forms for Usability (Interactive Technologies) Ready-to-Use Illustrations of World-Famous Places:

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