



Layout: Making It Fit: Finding the Right Balance Between Content and Space (Creative Solutions)

Carolyn Knight, Jessica Glaser

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Finding the right balance between content and space is a challenge every graphic designer faces. The cookie-cutter templates most layout books offer don't help, because every project has a different content-to-space ratio.

Finally, here is a book that gets to the heart of challenging layout design. It offers general techniques for working with varying quantities of content and shows how designers can apply these techniques in their own work. The book focuses on the two most difficult layout issues: compacting a high volume of content onto a small area while maintaining beauty and readability; and applying a small volume of content to a large space without making it look "bare." From posters to logos and magazines to book covers, two veteran design consultants examine more than 150 projects and illustrate the methodologies and solutions that made each work.

This invaluable resource reveals how to make content shine in any space.



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