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# Before And After Page Design



## Synopsis

Before and After magazine's focus on clarity and simplicity and its insistence on approaching design not as mere decoration but as an essential form of communication have won it legions of fans. If you're among them, you'll welcome the first book from B and A's founder and publisher. John McWade walks his own talk, bringing you a beautifully clear, cohesive, and elegant primer on page design. You'll learn by example how to design single-page and multi-page publications, brochures, and advertisements, applying the principles design professionals live by. You'll also learn how to choose the right font for your project, why one typeface works better than another, and lots more. Best of all, you'll discover how to think visually--transforming the images in your head into documents that communicate effectively on the page.

## Book Information

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## Customer Reviews

So many redesign books say "this is before" and "this is after." But this one has starts with how to design it and then shows a before and after to demonstrate. I like the callouts on why the each part of the layout was done and why it works so that it can be duplicated on my own. The designs also

say when that layout should be used. For example, the digest-size newsletter says it's "great for short runs and small budgets" though the author says an example of this layout is Reader's Digest. I don't think of that magazine as having a short run or small budget. But yes, it is smaller. Some of the vocabulary is unknown to this new designer. For example, on a newsletter each area is explained but what is a kicker? What is a deckhead? He even says that the kicker box touches the edge, but doesn't say what it is. From the context of the layout, I guess it's the name of the magazine, but the kicker has a byline. So maybe not. There is a lot of great information on the different types of layout, but I'll jump forward to photo layouts since that's one of the things I am working on now. The before and after are dramatically different. And instead of just showing you the after, he shows how the layout came to be step-by-step. The progress photos are a great complement to the simplistic illustrations which I think are called wireframes. There are also tips a non-designer might not notice like overlaps add depth and a reminder to check for trapped space. I like all the random tips scattered throughout the book that aren't necessarily design, but a good designer probably would probably know. For example, in the advertising section the author has a tip on taking a color photo.

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