DesignTalk2
FiveDesignIdeas
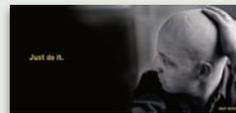
Photo **Identity**

Powerful **Cover**

Simple **Home Page**

CD **Calendar**

Extended **Image**

Logo Design stationery that's almost a brochure

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Photos are the same size, shape and position on all three pieces and bleed to the top.

Business card
Because space is tightest here, design the card first, then transfer its look to the other documents.

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Granite Bay, CA 95746

tel 916.555.6595
fax 916.555.6569

www.dean_thomas.com

Left margin is one-half the image width; on the card it's one-third.

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Copy and image are aligned right.
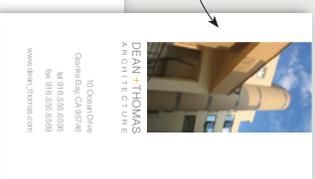
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Type set in one style and color quietly, professionally recedes and is identical on all documents.
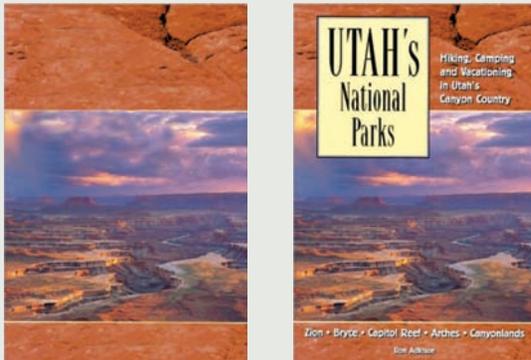
Letterhead

Envelope

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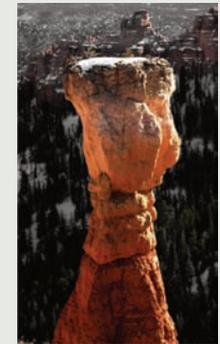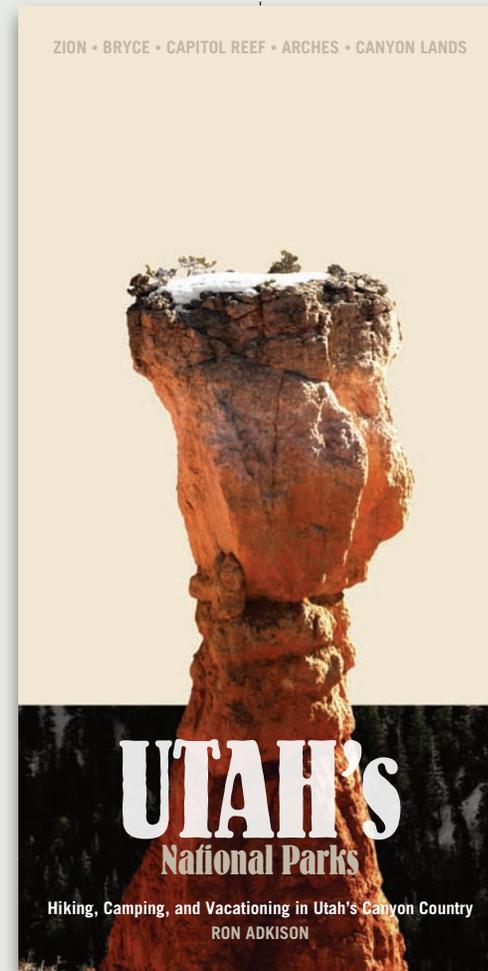
After

ZION • BRYCE • CAPITOL REEF • ARCHES • CANYON LANDS

UTAH's
National Parks

Hiking, Camping, and Vacationing in Utah's Canyon Country
RON ADKISON

Before

UTAH's
National Parks

Hiking, Camping
and Vacationing
in Utah's
Canyon Country

Zion • Bryce • Capitol Reef • Arches • Canyonlands
Ron Adkison

Where do you look? Canyon and its amazingly similar sky share colors and texture. Adding a similarly textured background flattened the page completely (above left), which the designer resolved by adding a yellow rectangle. Problem: The unappealing rectangle, not the natural beauty, is what you see.

(Right) Get focused! The opposite of a panorama, Bryce Canyon's mighty Thor's Hammer hoodoo arrests your eye and holds it tightly. Unlike the yellow rectangle, the organic typeface is complementary, not unnaturally *different*. To amplify an image, complement its characteristics. In this case, the tall page, centered image, tall typeface and centered layout are all like the rock and carry the eye down the page without distracting or diluting.

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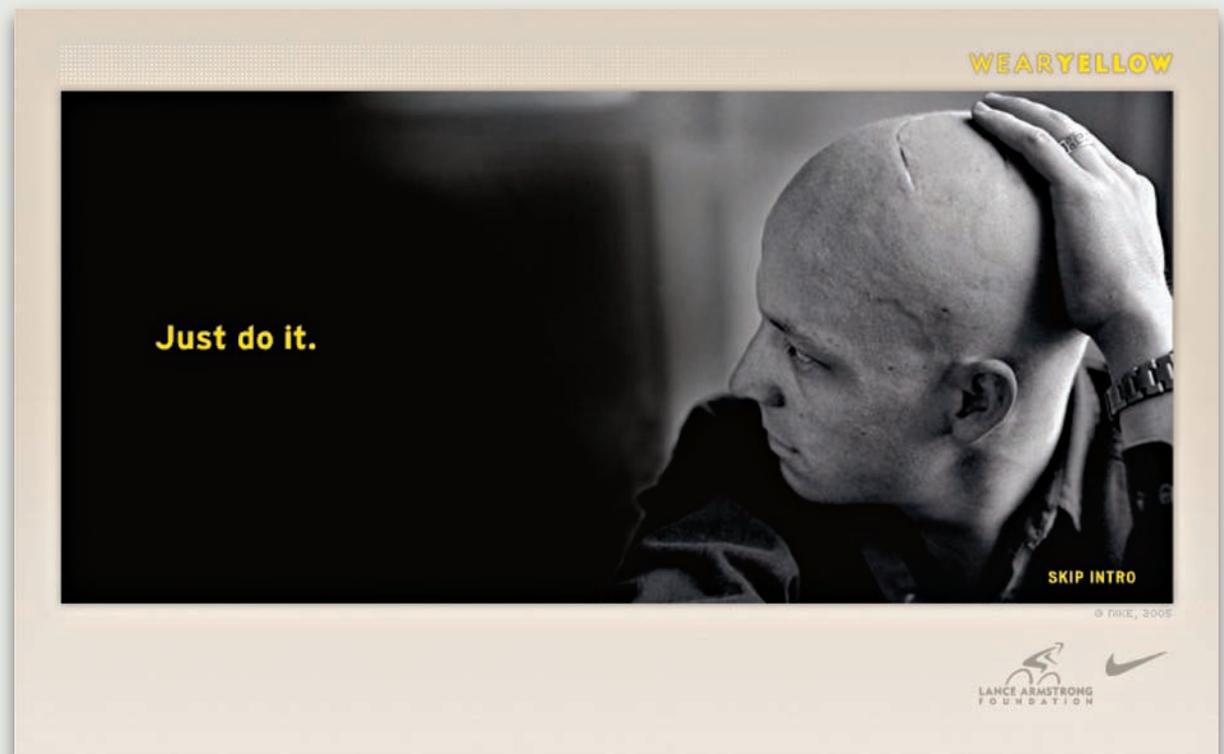

www.nike.com/wearyellow

Line of sight

Just do it.
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Second field runs the business You don't immediately notice (that's intentional) that this ad has an "offstage" level designed like the first—small elements alone in open space (right) that's similarly effective.

Cool stuff Design a CD-size card deck that opens into its own display

Here's a great way to spend a year on someone's desktop. Design a CD-size deck of loose cards (two dozen on heavy stock is about right), and deliver in a clear CD case that flips open for desktop display. You may want to include a cover card and in the back a brochure-like text card or two. Cards can be printed on one or both sides. The more "keep-able" your piece is, the better; calendars are perfect, as are favorite sayings, recipes or tips on topics of shared interest.

You'll find flip-open CD cases here.

MAY 2006

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
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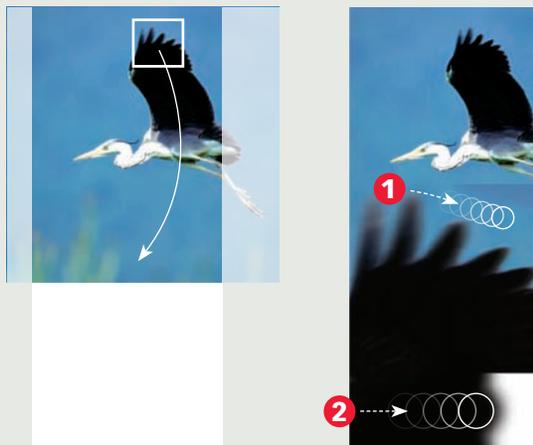Tom Lewis Photography | 415.123.4567 | www.tomlewisphotography.com

5³/₈"

4⁵/₈"

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LAKE COUNTY, CALIFORNIA
SEPTEMBER 7–9, 2006

SPONSORED BY THE LAKE COUNTY CHAMBER OF COMMERCE

Blurry wing creates depth of field.

Fairchild Tropical
botanical garden

Article resources

Typefaces

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Images

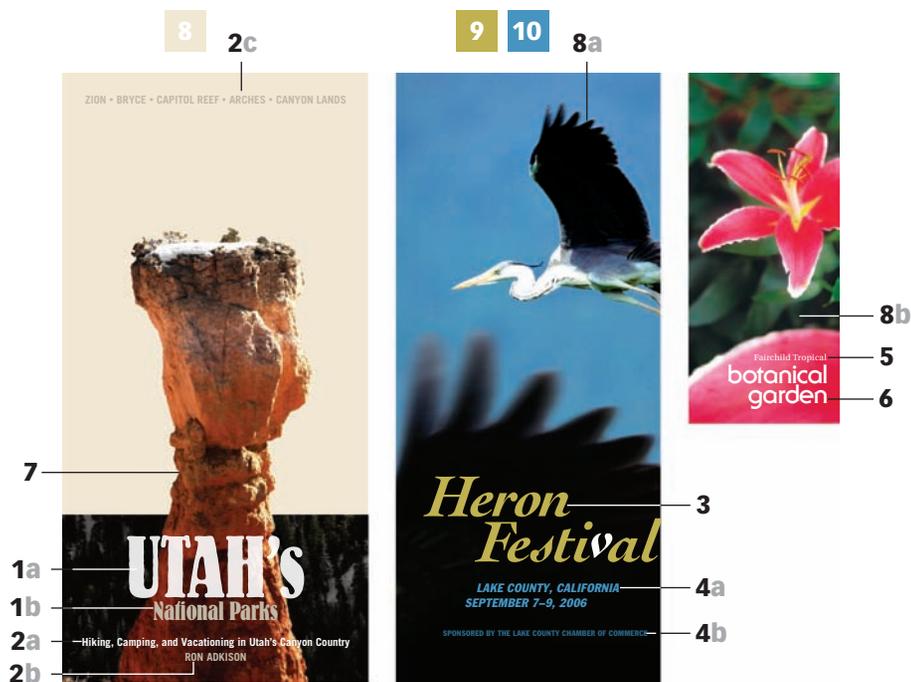**4** istockphoto.com | a   b   c   d

Colors

5	C**0** M**0** Y**0** K**65**
6	C**0** M**40** Y**100** K**0**
7	C**50** M**65** Y**100** K**45**
8	C**9** M**8** Y**13** K**30**

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8 Photos.com | a   b

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8 C**5** M**7** Y**17** K**0**

9 C**10** M**10** Y**75** K**20**

10 C**70** M**30** Y**10** K**0**

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For the current table of contents, click here. To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

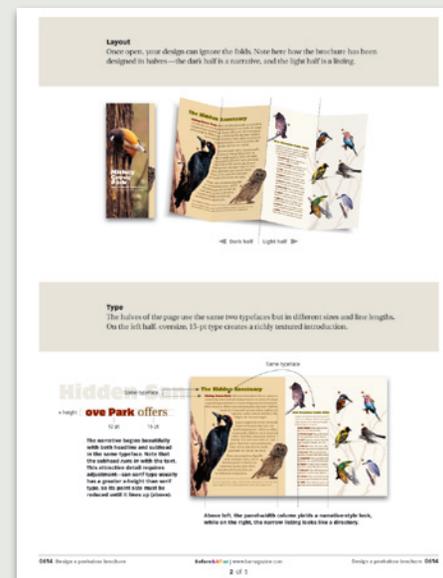### For presentation format
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Print: (Specify pages 11–15)

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Format: Landscape
Page Size: Fit to Page

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Presentation format or
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DesignTalk2
FiveDesignIdeas

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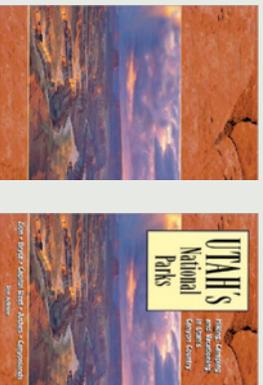Granite Bay, CA 95746
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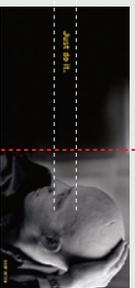
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ZION • BRYCE • CAPITOL REEF • ARCHES • CANYON LANDS

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RON ADKISON

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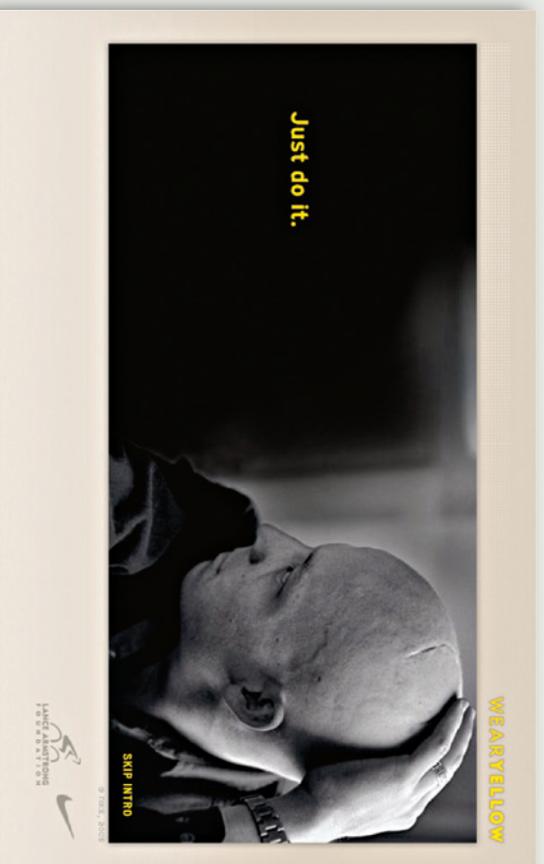
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WEARYELLOW

SKIP INTRO

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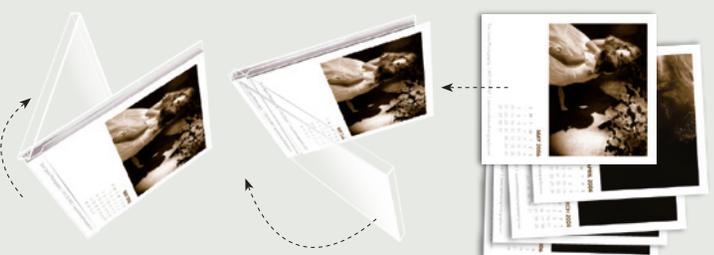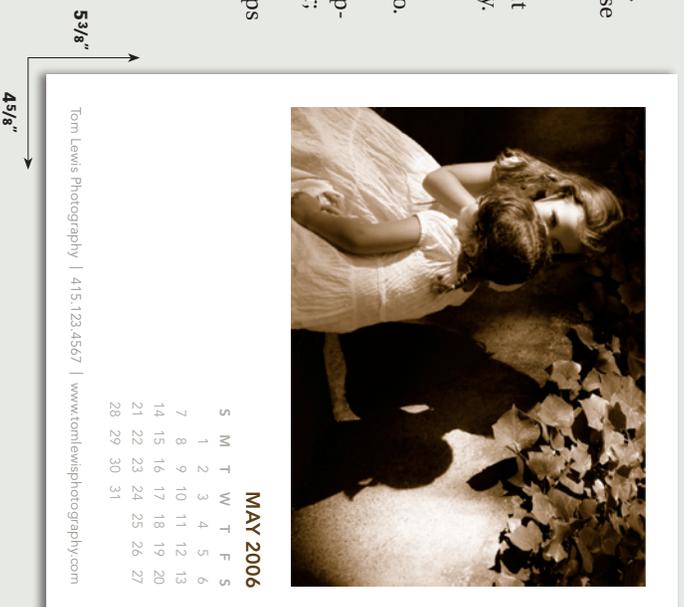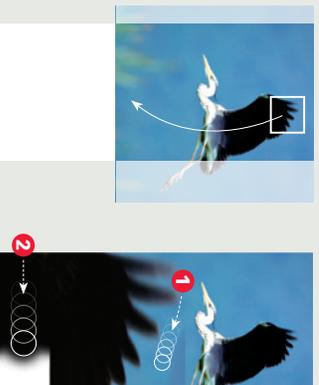
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5 3/8"

4 5/8"

Tom Lewis Photography | 415.123.4567 | www.tomlewisphotography.com

MAY 2006

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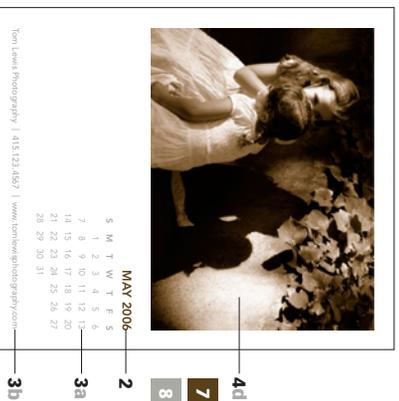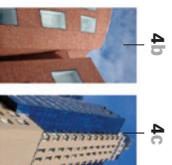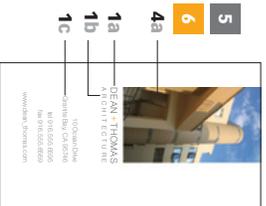
Blurry wing creates depth of field.

Heron Festival
LAKE COUNTY, CALIFORNIA
SEPTEMBER 7–9, 2006
SPONSORED BY THE LAKE COUNTY CHAMBER OF COMMERCE

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Fairchild Tropical
botanical garden

Article resources

UTAH'S
National Parks
—Hiking, Camping, and Vacationing in Utah's Canyon Country
RON ADKISSON
ZION • BRYCE • CAPITOL REEF • ARCHES • CANYON LANDS

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Images
7 iStockphoto.com
8 Photos.com | a b

Colors
8 C5 M7 Y17 K0
9 C10 M10 Y75 K20
10 C70 M30 Y10 K0

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S M T W T F S
 1 2 3 4 5 6
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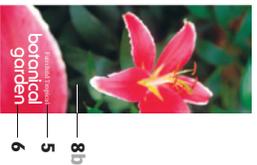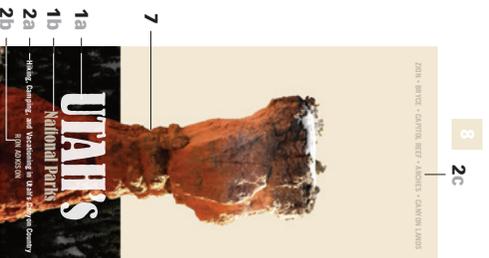**4** istockphoto.com | a b c d

Colors
5 C0 M0 Y0 K65
6 C0 M40 Y100 K0
7 C50 M65 Y100 K45
8 C9 M8 Y13 K30

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