

DesignTalk16

Five Design Ideas

Coin Cover



Many From One



Outie Innie



Accordion Program

Inside Action



Cover Fewer coins make a better cover

Negative space gets no respect, but without it, positive images have little impact. This spiral-bound cover illustrates how:



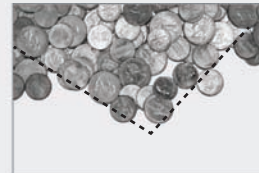
Lots of money, no impact Wall-to-wall pile of coins has no negative space and leaves the eye nowhere to look.



Less money, more impact Editing the coins creates shape and difference, makes breathing room and leads the eye to the headline.



100% positive



Delete about half.
Note the shape.



Color the negative
space.



Place elements.

Image One image into “many”

“My photo library is tiny. I like how your *Many from one* article (0603) created several images out of one photo. Do you have other similar techniques?” | *Amy Flint*

One image ...

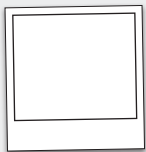


You can tell it's only one photo, but the three overlapping frames add a level of visual interest that conveys the sense of *more*.

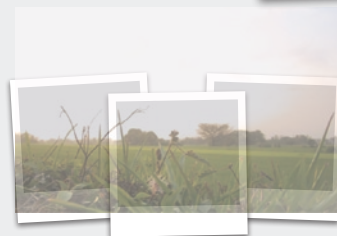
... into “many”



InDesign



(1) Make some “frames” out of overlaid rectangles.



(2) Position your photo as shown, then *Cut*.



(3) One at a time, select each frame, and *Edit>Paste Into*.

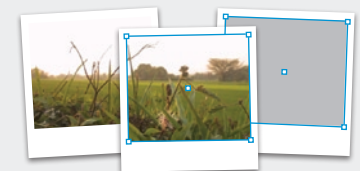


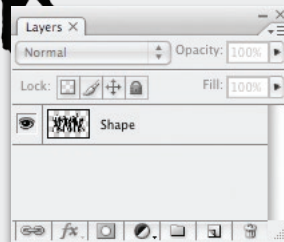
Image Place the action inside

Double your fun! Put the party inside your people!

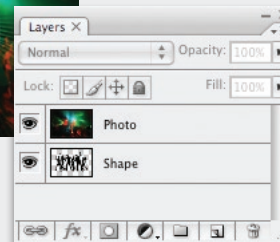


Photoshop

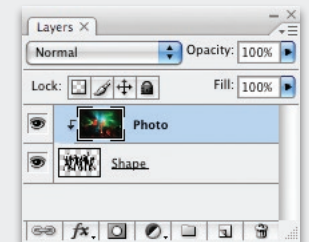
1) Open (or Place) flat silhouettes. Background must be transparent.



2) Import your photo.



3) With the photo layer active, choose Layer > Create Clipping Mask. Reposition by dragging either image.



Device Tiny triangle makes a small point

“I’d say the design of my document is low-key. I need to put a quote into a small space. Is there a subtle way to draw attention to the person’s name?” | *David Fletcher*

Outie

(Right) Outside the box, tiny triangle turns a photographic callout into a rectangular “talk balloon” with the speaker’s name below it. Reversed type inside the box contrasts easily with the name.



“The Audyssey Sound Equalizer

genuinely enhanced the sound of my system . . . Once it was installed, I could simply leave it alone and enjoy a more transparent and coherent soundstage . . . Imaging was greatly improved—individual voices and instruments were more precisely locatable . . . the low bass was tighter and more detailed.”

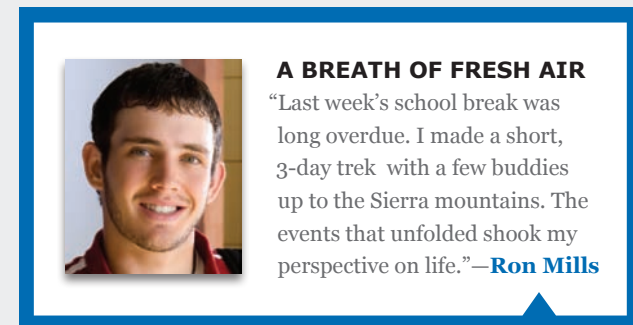
Kalman Rubinson, Stereophile

“The five angled cooling holes in the aluminum front housing pump air through the motor while it runs.”

Barton Smythe, engineer

Underline

(Above) Colored line adds a point of visual interest simply.



A BREATH OF FRESH AIR

“Last week’s school break was long overdue. I made a short, 3-day trek with a few buddies up to the Sierra mountains. The events that unfolded shook my perspective on life.”—**Ron Mills**

Innie

Inside the box, the triangle becomes a pointer. Because of its subtlety, the triangle would be most effective in a series of quotations, because it could move from place to place.



Program Unhinged cover makes a classy program

Our friends' handmade wedding program looked at first like a booklet, but then it opened like an accordion into an unexpectedly classy presentation. Nice.



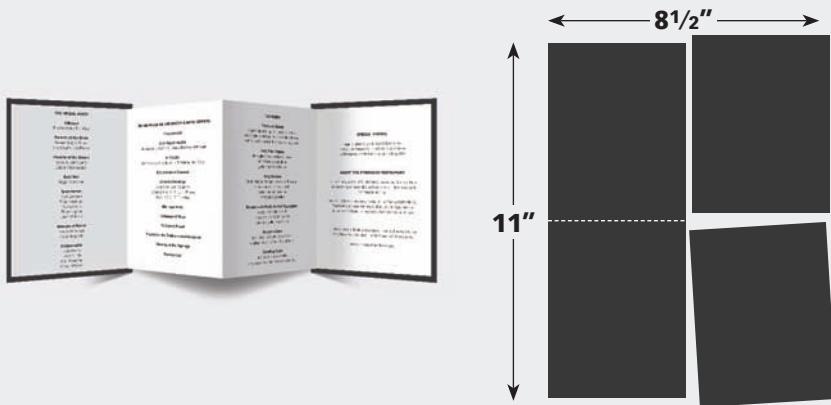
Black card stock is glued to the ends of a 17-inch sheet, then accordion-folded into four pages. There is no back side. The program can be read like a booklet or opened into the panoramic—and unexpectedly elegant—presentation shown here. The black & white theme makes typography easy and inexpensive; center each panel, and print on a black & white laser. All type is the same size and leading.

Our friends said they spent a busy evening assembling these; the homemade charm is part of the appeal.

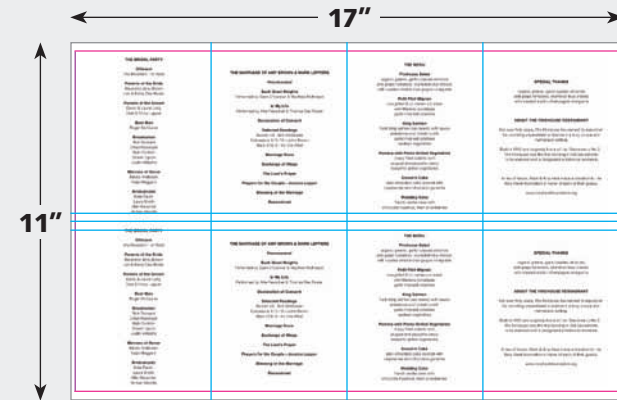
Template: Accordion program

Flat size (About 16³/₄" x 5¹/₂"")

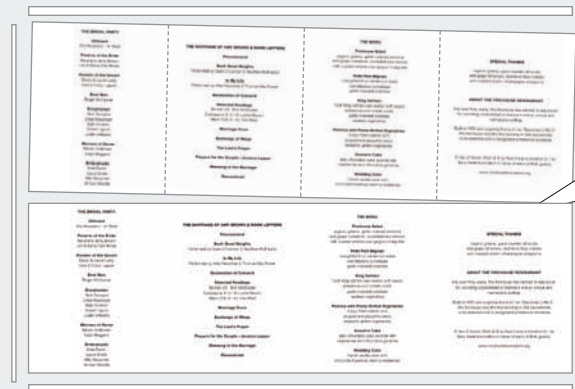
Final size (4¹/₄" x 5¹/₂"")



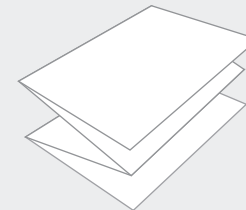
1 Make the cover using a letter-size card stock sheet. Trim into four equal parts.



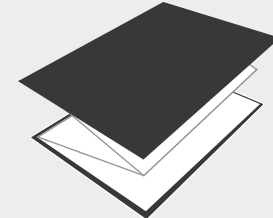
2 Design the inside on a tabloid-size sheet, two-up. Specify left and right margin of 0p9, top and bottom of 1p6, and 3p0 between top and bottom.



3 Trim margins and pages. Dotted lines are folds.



4 Fold the pages.



5 Glue the covers.

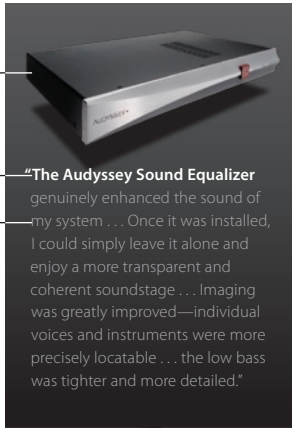
Article resources



9



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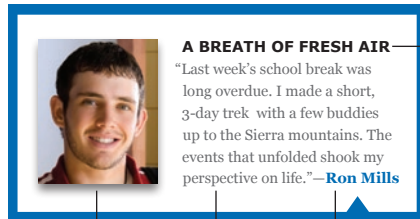
13

1 “The Audyssey Sound Equalizer genuinely enhanced the sound of my system . . . Once it was installed, I could simply leave it alone and enjoy a more transparent and coherent soundstage . . . Imaging was greatly improved—individual voices and instruments were more precisely locatable . . . the low bass was tighter and more detailed.”

14

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3 — Kalman Rubinson, *Stereophile*



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Typefaces

- 1 [Myriad Pro Semibold](#)
- 2 [Myriad Pro Light](#)
- 3 [Myriad Pro Italic](#)
- 4 [Verdana Bold](#)
- 5 [Georgia Regular](#)
- 6 [Georgia Bold](#)
- 7 [ITC Franklin Gothic Heavy](#)
- 8 [Adobe Garamond Italic](#)

Images

Images: iStockphoto.com

- 9 ([5110361](#))
- 10 ([4143297](#))
- 11 ([3209890](#))
- 12 ([4247230](#))
- 13 (www.audyssey.com)

Colors

- 14 C0 M0 Y0 K100
- 15 C0 M0 Y0 K40
- 16 C100 M50 Y0 K5
- 17 C0 M0 Y0 K70
- 18 C70 M0 Y100 K60
- 19 C60 M25 Y100 K5

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John McWade Publisher and creative director
Gaye McWade Associate publisher
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Before & After magazine

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For presentation format

[Print: \(Specify pages 1–9\)](#)



Print

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Page Size: Fit to Page

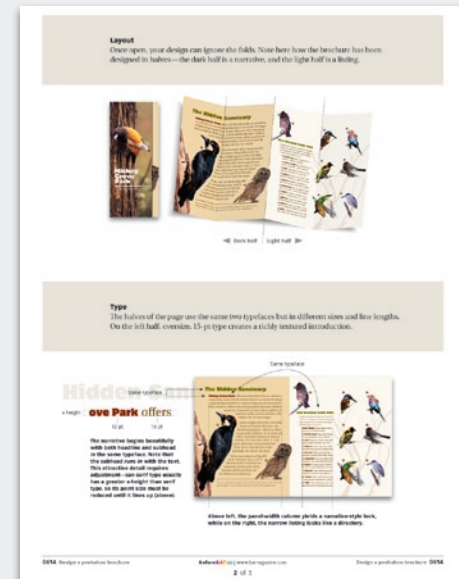


Save

Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 11–15\)](#)



FIVE Design Ideas

Coin Cover



Many From One



Outie Innie



Accordion Program



Cover Fewer coins make a better cover

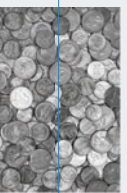
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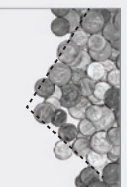
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One image ...



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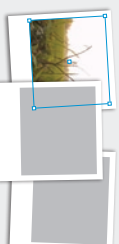


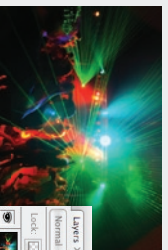
Image Place the action inside

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Photoshop

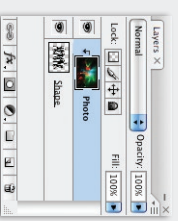
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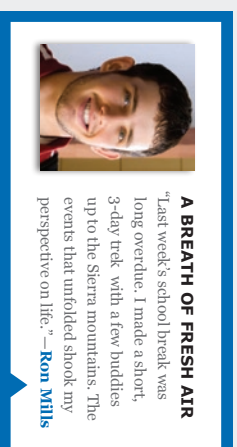
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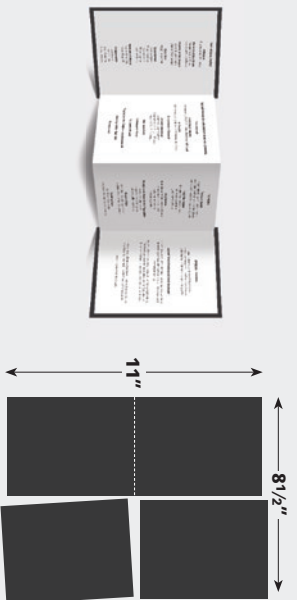
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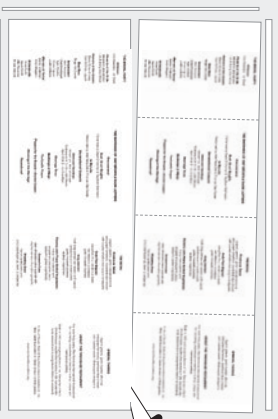
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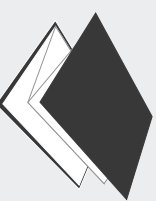
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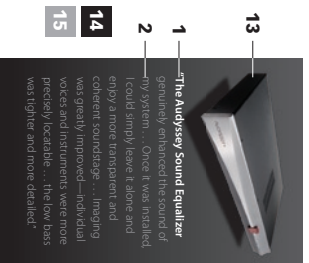
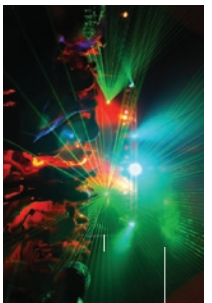


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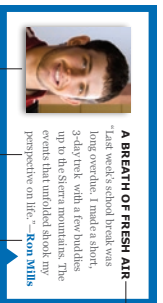
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Article resources



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11 **5** **6**



Change for the Environment
Make money by recycling

18 **19** **8**

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