



Quick Solutions to Great Layouts

Graham Davis

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This incredible book houses a collection of 100 swipeable layouts that readers can use to create their own pieces--everything from newsletters and ads to letterheads and brochures. An invaluable introductory section reviews the core techniques for creating layouts. Next, designers are introduced to the layouts themselves. Each layout includes a full background on the piece, the reasoning behind each solution and details on how special constraints were handled. In many instances, several solutions are given to the same problem, illustrating that there is always more than one way to solve a layout and design problem. This book also includes: * Quick access to dozens of layout solutions including specs * Special techniques that can be used to enhance any layout * Insights into the factors that helped to make each layout an effective piece * Tips and advice for dealing with common problems such as working within client restrictions and handling ads with lots of visuals

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