



# Before & After

PAGE DESIGN

JOHN McWADE



Peachpit Press

# Before and After Page Design

## Table of Contents

Cover

Table of contents

### NEWSLETTERS & NEWSPAPERS

How to design a news letter

This digest-size newsletter is for readers

Clean, asymmetrical layout leads the eye

Easy! A simple, do-able look

How to energize a faceless newsletter

A simple, do-anything newsletter

### BROCHURES

Beautiful, square brochure makes a regal impression

Tiny brochure is a great stocking stuffer

Build a brochure with peekaboo panels

Good-looking pocket brochure works hard, updates easily

An eye-catching zigzag brochure

### FLIERS & MAILERS

Preflight checklist for your flier

Design a product showcase

Make your flier easier to read

Add real feeling to your flier

A greeting with a surprise

A magic message

A flier that stands on its own

A flying flier

A miniature postcard

### ADVERTISING

How to lay out a good advertisement

How to design a powerful product ad

Advertising a speaker? Heres how

Small phone, smaller phone book

How to strengthen a small ad

Create dramatic photo layouts for your products

# **Table of Contents**

## **STATIONERY**

How to lay out a stationery system

How to design a cold call postcard

A business card brochure is a mini-marketer

The invisible square

## **BUSINESS DOCUMENTS**

Create a do-it-all business portfolio

How to design a modern résumé

Design a cover with background art

Make an easy-to-read data sheet

How to improve every form you make

## **Index**