



Mastering Layout: On the Art of Eye Appeal

By Mike Stevens

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Mastering Layout: On the Art of Eye Appeal By Mike Stevens

This best-selling book by sign industry legend, Mike Stevens, covers the fundamental principles of layout for signs. It teaches how to see, organize and manipulate graphic elements for unified, legible and visually appealing results. More than 80 illustrations demonstrate before-and-after results of applying the principles. Includes a troubleshooting checklist for isolating, analyzing and correcting layout weaknesses in your own designs.

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Mastering Layout: On the Art of Eye Appeal By Mike Stevens Bibliography

- Sales Rank: #335706 in Books
- Brand: Brand: ST Media Group International Inc.
- Published on: 1986-01-01
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x 8.00" w x .75" l, .80 pounds
- Binding: Paperback
- 127 pages

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Editorial Review

About the Author

Mike Stevens was a popular sign artist of the 1970s and 1980s. He authored several books on sign design, and contributed numerous articles to sign industry magazines.

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