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# Mastering Layout: On The Art Of Eye Appeal



## Synopsis

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.

## Book Information

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## Customer Reviews

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.

One of the very first books I purchased upon pursuing a career in the design field. Mike Stevens' principles on layout process are timeless and you will see this once you read through this book. I frequently find myself revisiting sections of this book time and time again and I have owned it for about 10 years. I would recommend this to anyone looking to get into doing graphic design / layouts / signs etc.

Best layout book I own! A lot of things I learned in school, but Mike Stevens spells it out in straightforward, digestible terms that will help any graphic designer tighten up their layouts. Although it's geared toward sign and show card writing, I found myself applying it to book, ad, and web layouts all the same. Stevens presents multiple layouts geared toward a similar project and

cross-examines them, pointing out their strengths and their flaws. Extremely helpful for both a novice just starting out, or a professional looking to pin-point some areas of weakness in their own work.

This book is amazing. Fairly easy read but with great detail and technical help. Mastering the Art of Layout can help you critique your own work. A must for any one wanting to learn layout or how and why sign can look like terrible. Great great book.

Very informative

On time delivery, no damage, just about done reading it through for the first time. I'm a sign graphic student and I think there is a lot of helpful tools in this book, but its definitely not for the beginning sign painter it is more for a sign painter who already has basic alphabets and layout skills down, just looking to improve and grow. I give it 4 stars

I loved this book. I have no background in layout or design. This book answered a lot of questions for me and showed me things I never thought of before. Great book!

Bought this for my tattoo artist husband who does old school sign painting on the side. He loves it. I even occasionally use it as reference when making custom flyers/logos. Well written. Nice layout (obviously).

Recommended to me by several of the best signmakers today, his comments were right on the mark. It is not an easy read and the language isn't quite precise but once you work out how he is saying it the author gives all anyone needs to know about layout for sign design.

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