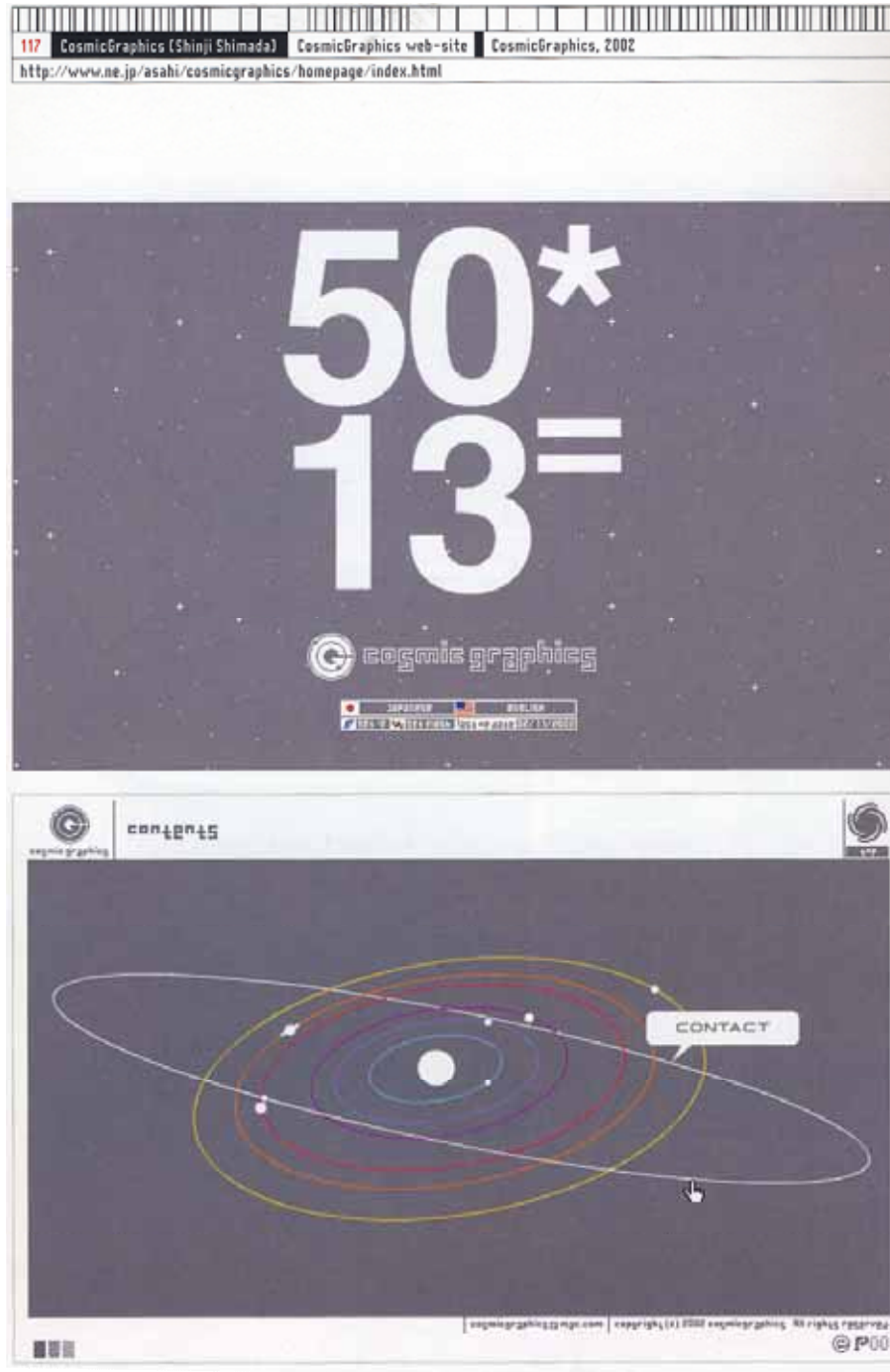


PRESENTATION, LAYOUT, TYPOGRAPHY

Labels can be stylized but should never overpower the main content. This is done through scale (small), placement and neutral or reduced color or opacity.

Below: Pages from *Japan Graphics*

Note the one instance of red for emphasis, and the white text on black, the ordered geometry of the title graphic that is consistent throughout the book.



PRESENTATION, LAYOUT, TYPOGRAPHY

Below: Pages from *Japan Graphics*



Note the use of white text on black, black text on green.



PRESENTATION, LAYOUT, TYPOGRAPHY

A layout doesn't have to be classic and clean. Yet even within a more complex and decorative environment order is achieved through alignment. Note how the information lines up with the geometry to the right, and shares margins to the left. Small, discreet, aligned, ordered, emphasizing the color and graphics. From *The Big Book of Typographics*.



PRESENTATION, LAYOUT, TYPOGRAPHY

From *Art Now*

A spread showing large and medium size graphics, numbered with a small, unobtrusive font. The advantage of numbering is that there are no distracting descriptions near the images.

The information is placed at the top, using a small font, aligned with the graphics.

