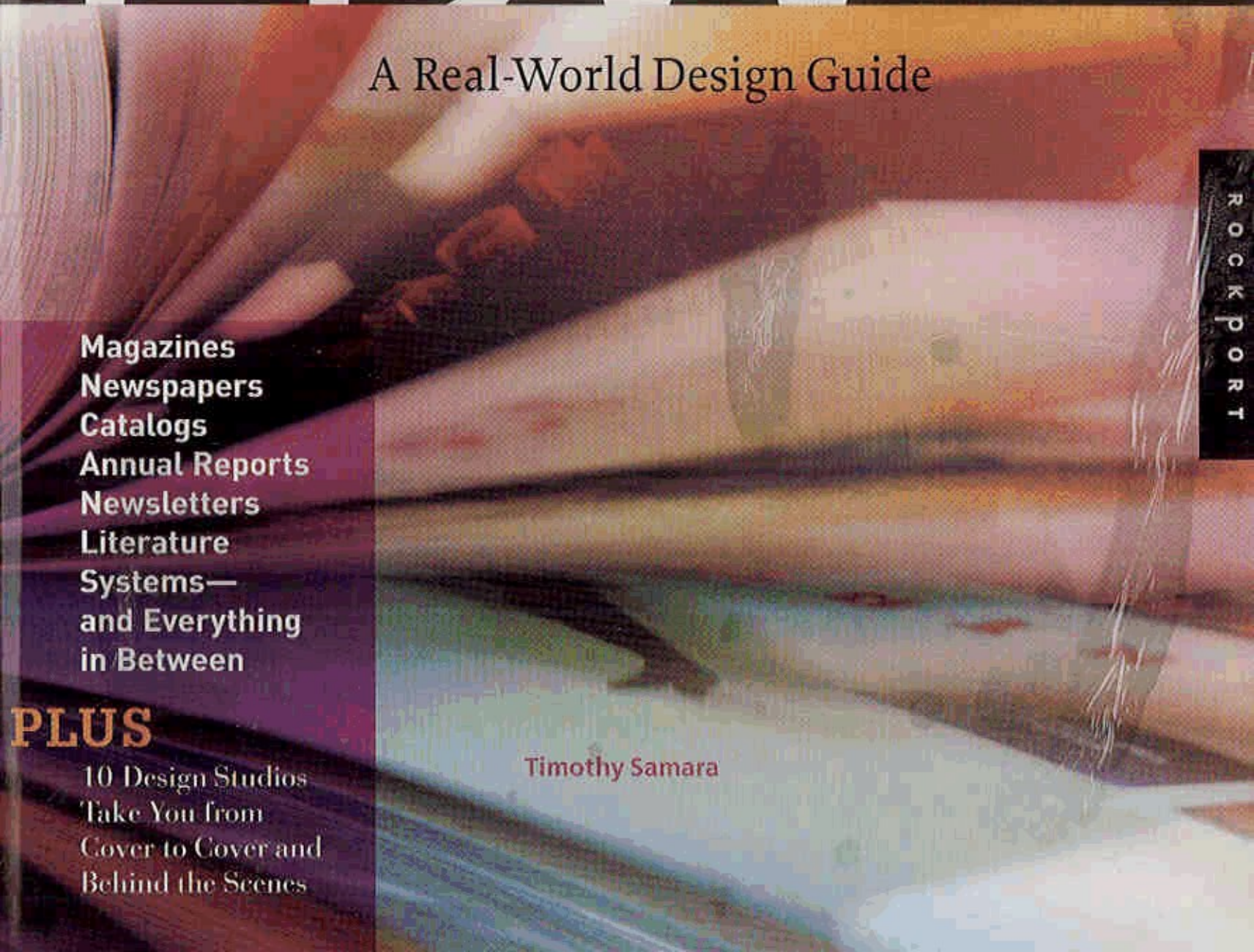
PDW

Publication Design Workbook

A Real-World Design Guide



Magazines
Newspapers
Catalogs
Annual Reports
Newsletters
Literature
Systems—
and Everything
in Between

PLUS

10 Design Studios
Take You from
Cover to Cover and
Behind the Scenes

Timothy Samara

ROCKPORT

6 **Printing for the People**
From Gutenberg to the New Millennium *An Introduction*

8 Notes on This Book

238 **Directory of Contributors**

240 Recommended Reading
Acknowledgments
About the Author

10 **Designing to Read**
From Concept to Printed Piece

12 **Thinking**
Content, Message, Organization

13 Concept and Content
20 Evaluating and Organizing: Sections and Sequence
22 The Many Forms of Content
26 Color as Communication
30 Type as Visual Concept

34 **Reading**
The Typography of Publications

35 Crafting Extended Text
42 Typographic Detail: The Finer Points
46 Composing Text in Space
54 Developing Informational Hierarchy

60 **Building**
Structure and Integration

61 Message Meets Material
64 The Systematic Nature of Publications
68 The Grid System
78 Visual Relationships between Words and Pictures
82 Sequencing and Pacing: Creating Flow among Pages
86 Dressing the Package: Mastheads and Covers

01

88 **From Cover to Cover**
Case Study Profiles

90 *One World* Magazine
Studio di Progettazione Grafica *Switzerland*

96 Hybrid Brochure / Magalog
Graph Co., Ltd. *Japan*

104 *La Voz de Galicia* Regional Newspaper
Spain

110 *Dartmouth Faculty: Scholarship Today* Magazine
And Partners *USA*

114 Underware Font Catalogs: Dolly and Sauna
Faydherbe/DeVringer *Netherlands*
Sami Kortemäki *Finland*

122 Affymetrix Collateral System
Ruder Finn Design *USA*

128 Fantoni Catalog System
Designwork SrL *Italy*

134 *Allegis Capital Quarterly* Newsletter
Gorska Design *USA*

138 *Werte* / Schlott Gruppe Annual Report
Strichúpnkt *Germany*

144 *Bar Apéritif* Magazine
Creuna Design *Norway*

150 **Publications in Action**
A Showcase of Real-World Projects

152 **Magazines**
Periodical Publications, from Glossy Consumer Rags to Cultural and Institutional Organs

170 **Literature Systems**
Corporate and Nonprofit Branding Systems: Brochure Families, Mailers, and Serial Literature

182 **Newsletters**
Monthly and Quarterly Small-Format News Organs from Corporations and Cultural Institutions

192 **Annual Reports**
Image- and Message-Driven Financial Statements and Organizational Status Reports

210 **Catalogs**
Product and Service Offerings in Print, from Hardware and Art School Courses to Performance and Fashion

228 **Newspapers**
Dailies, Weeklies, Tabloids, and Supplements

02 03