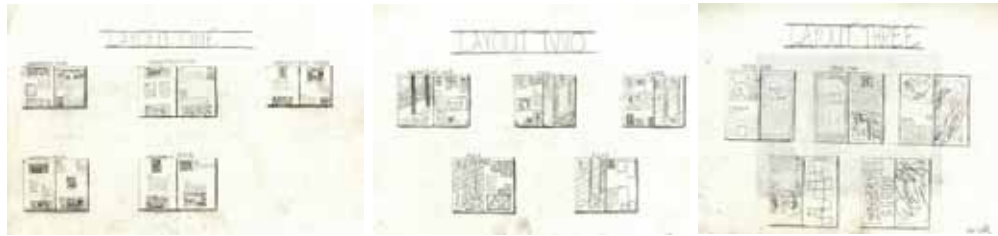




Dummies for Non-Dummies.





When you design documents containing multiple pages or panels the layout process is complicated by the variety of possible configurations a reader will see.

As with simpler layout projects, it is wise to start with a thumbnail layout to quickly try out your ideas. You may first draw the thumbnails on a large sheet of paper but you will find it helps to make a dummy layout that folds and operates like the final product.



It is up to the designer what size and level of detail to put into a dummy.

Some are for layout and content experimenting, some are to simulate the look and feel of the final product. Fiddle with your dummy, folding and unfolding it. Keep an open mind and imagine how the reader will first experience the design. Does the message flow logically? Are the essential points obvious? How's your hierarchy? Are you leaving enough space for the viewer to hold the book on the margins?

1 Full Dummy is Required for Homework (not just flat sketches).