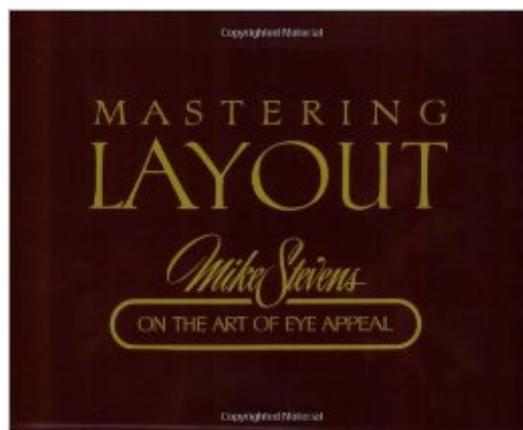


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# Mastering Layout: On The Art Of Eye Appeal



## 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

When Frank Atkinson wrote "Signpainting" in the early 1900's, he never thought it would become the 'bible' of the signwriting community. The same can be said about Mike Stevens' "Mastering Layout". Stevens clearly explains the proper use of such elements as negative space, color, and fonts in designing signage that has impact. Many of his own alphabets are included, along with dozens of layout drawings as examples to the text. Much of what makes a sign layout stand apart from others is laid out in an easy-to-understand, equational form. Mike Stevens may have died in 1989, but his thoughts on sign layout and execution are timeless. A must-read, a must-have.

As a 40-year veteran in the sign industry, I divide my career into Before Mike Stevens and After Mike Stevens. No other book has made the impact on my design skills as this one has. The writing is clear and unpretentious, and makes clear that good layout can be learned. Though Mike Stevens lived and worked in an era that is almost forgotten, when the main tool of the sign maker was a lettering brush, the principles he explained and illustrated are timeless. If I were allowed only one

book in my library, it would be this one.

This book you have to read it slowly. It has lots of theory and the principles of designing signs. Lots of information in its paragraphs. There are no color pictures. Just some basic sketches showing you signs with design errors, but it is very good. I strongly recommend it if you are starting a sign business or if you want to increase your knowledge.

I will not reiterate what has already said about this book other than to say it is the best guide available for the lettering artist and when I was a professional sign painter/lettering artist I had no more valued possession. I lent it out frequently to other friends in the trade and its contents were much discussed and marveled at. I would like to comment on the fact that Mike Stevens did publish a couple of items now unavailable as far as I can tell, that would have supplemented "Mastering Layout" beautifully. One was a book, whose name escapes me, of his showcards in GLORIOUS color. The other was a video, filmed in the 80's, of Mike demonstrating his brush lettering technique. I never saw this, but it was legendary among lettering artists and I flog myself mentally when I realize that it may not be re-issued on DVD.

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.

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.

I knew Mike Stevens personally (God rest his soul.) Mike was simply the best and this book exploits that. All my LetterHead friends say this so here ya go - This is the "Bible" on layout and lettering style.

Book referred to me by an instructor in a sign design workshop. It is a book that teaches you the concept of layout for signs & lettering. It teaches you guidelines that really should be followed by all

sign designers. It is a book you may have to read two or three times to really get what Mike is saying. This is also what the instructor told us that referred the book, and I agree. This book should be on all sign designers shelf near their desk!

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