



# Mastering Layout: On the Art of Eye Appeal

*Mike Stevens*

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# Mastering Layout: On the Art of Eye Appeal

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## **Mastering Layout: On the Art of Eye Appeal** Mike Stevens

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.

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