

Repetition

Repeat some aspect of the design throughout the entire piece.

From the
**Non-Designers
Design Book**



ROBIN WILLIAMS is the author of dozens of best-selling and award-winning books, including *The Non-Designer's Presentation Book*, *The Non-Designer's InDesign Book*, and *Robin Williams Design*

Workshop. Through her writing, teaching, and seminars, Robin has educated and influenced an entire generation of computer users in the areas of design, typography, desktop publishing, the Mac, and the web.

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Mermaid Tavern

Ralph Roister Doister

1027 Bread Street
London, NM
717.555.1212

5

Mermaid Tavern

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1027 Bread Street
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(717) 555-1212

4

Mermaid Tavern

Ralph Roister Doister

916 Bread Street
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Guilty Looks

Wants pawn term dare
worsted ladle gull hoe hat
search putty yowler coils debt
pimple colder Guilty Looks.
Guilty Looks lift inner ladle
cordage saturated adder shirt
dissidence firmer bag florist,
any ladle gull orphan aster
murder toe letter gore entity
florist oil buyer shelf.

Guilty Looks! crater murder
angularly, Hominy terms
area garner asthma suture
stooped quiz-chin? Goiter
door florist? Sordidly NUT!

Wire nut?

Wire nut, murder? wined
Guilty Looks, hoe dint
peony tension tore murder's
scaldings.

Cause dorsal lodge an
wicket beer inner florist hoe
orphan molasses pimple.

Ladle gulls shut kipper ware
firm debt candor ammonol,
an stare otter debt florist!
Debt florist's mush toe
dentures furry ladle gull!

Hormone nurture

Wail, pimple oil-wares wander
doe wart udder pimple
dun wampum toe doe.
Debt's jest hormone nurture.
Wan moaning, Guilty
Looks dissipater murder, an
win entity florist.

Tree Beers

Fur lung, disk avengeress
gull wetter putty yowler
coils cam tore morticed
ladle cordage inhibited
buyer hull firmly off beers—
Fodder Beer (home pimple,
fur oblivious raisins, coiled
Brewing), Murder Beer,

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ammonol, an stare otter
debt florist! Debt florist's
mush toe dentures furry
ladle gull!

Hormone nurture

Wail, pimple oil-wares
wander doe wart udder
pimple dun wampum
toe doe. Debt's jest
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Darn Honor Form

Heresy rheumatic starry offer former's dodder, Violate Huskings, an wart hoppings darn honor form.

Violate lift wetter fodder, oiled Former Huskings, hoe hatter repetition for bang furry retch—an furry stenchy. Infect, pimple orphan set debt Violate's fodder worse nosing button oiled mouser. Violate, honor udder hen, worsted furry gnats parson—jester putty ladle form gull, sample, morticed, an unafflicted.

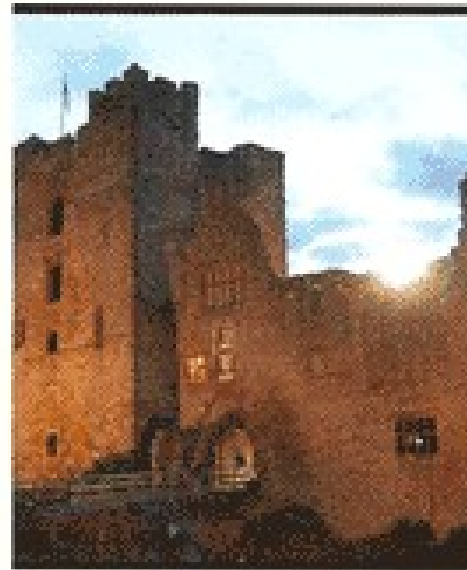
Wan moaning Former Huskings nudist haze dodder setting honor cheer, during nosing.

Nor symphony

VIOLATE! sorted dole former, Watcher setting darn fur? Yore canned gat retch setting darn during nosing? Germ pup otter debt cheer!

Arm tarred, Fodder, resplendent Violate warily.

Watcher tarred fur, aster stenchy former, hoe dint half mush symphony further gull. Are badger dint doe mush woke disk moaning! Ditcher curry doze buckles fuller slob darn tutor peg-pan an feeder pegs?



▶ *Water rheumatic form!*

Vestibule guardings

Yap, Fodder. Are fetter pegs. Ditcher mail-car caws an swoop otter caw staple? Off curse, Fodder. Are mukt oiler caws an swapped otter staple, fetter checkings, an clammed upper larder inner checking-horse toe gadder oiler aches, an wen darn tutor vestibule guarding toe peck oiler bogs an warms offer vestibules, an watched an earned yore closing, an fetter hearses an..

Ditcher warder oiler hearses, toe? enter-ruptured oiled Huskings.

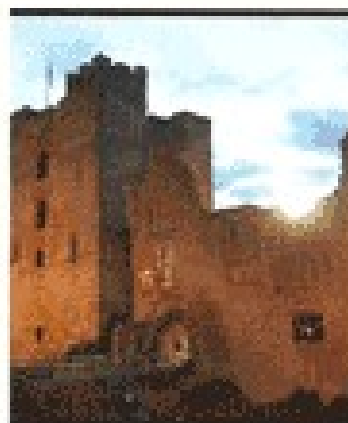
Nor, Fodder, are dint. Dint warder mar hearses? Wire nut?

Darn Honor Form

Heresy rheumatic; starry offer former's dodder, Violate Huskings, an wart hoppings darn honor form.

Violate lift wetter fodder, oiled Former Huskings, hoe latter repetition for bang furry retch—an furry stenchy. Infect, pimple orphan set debt Violate's fodder worse noosing bottom oiled mooses. Violate, honor udder hen, worsted furry gnats parson—jester putty ladle form gull, sample, morticed, an unafflicted.

Was moaning Former Huskings midist haze dodder setting honor cheer, daring noosing.



▶ *Water rheumatic form!*

Nor symphony

VIOLATE! sorted dole former, Watcher setting darn fur? Youe canned get roach setting darn during noosing? Gross pup offer debt cheer!

Arm sacred, Fodder, resplendent Violate warily.

Watcher tarred fat, water stenchy former, hoe dint half mush symphony further pull. Are badger dint doe mush woke disk moaning? Ditcher carry dose buckles fuller slob darn tutor peg-pan an feeder pegs?

Vestibule guardings

Yap, Fodder. Are letter pegs. Ditcher mail-car cave an swoop offer care staple? Off course, Fodder. Are milk offer cam an swagged offer staple, letter checkings, an clammed upper larder inner checking-horse toe gadder offer aches, an wet-darn tutor vestibule guarding toe peck offer bags an worms offer vestibules, an watched an earned your closing, an fetter hearses an...

Ditcher wander offer hearses, toe! enter-repaired oiled Huskings.

Not, Fodder, are dint. Dint wander mar hearses? Wire out!

Consistent double rule on all pages.

Consistent typeface in headlines and sub-heads, and consistent space above each.

Page numbers are in the same place (the bottom outer corners) and in the same typeface on each page.

This single rule repeats across the bottom of each page.



Evanescent wan think, itching udder

Effervescent further ACHE, dare wooden bather CHECKING. Effervescent further PEG, way wooden heifer BECKING. Effervescent further LESSENS, dare wooden bather DITCHERS. Effervescent further ODDEST, way wooden heifer PITCHERS. Effervescent further CLASHES, way wooden kneader CLASH RUMS. Effervescent further BASH TOPS, way wooden heifer BASH RUMS. Effervescent fur MERRY SEE D'KNEE, way wooden heifer SHAKSPER. Effervescent further TUCKING, way wooden heifer LANGUISSH. Effervescent fur daze phony WARTS, nor bawdy cud spick ANGUISH!

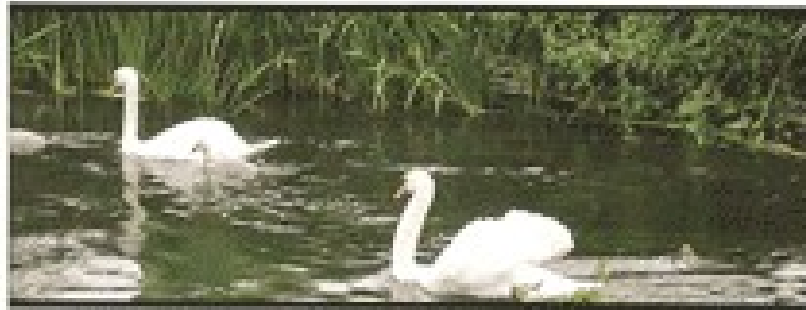
Moan-late an steers

Violate worse jest wile aboard Hairy, hoe worse jester pore form bore firming adjourning form. Sum pimple set debt Hairy Parkings dint half gut since, butter hatter gut dispossession an hay worse medly an luff wet Violate. Infect, Hairy wandered toe merrier, butter worse toe skirt toe aster.

O Hairy, crate Violate, jest locket debt putty moan! Arsenate rheumatic? Yap, inserted Hairy, lurking.

Arsenate rheumatic

- ▼ Snuff doze flagrant odors.
- ▼ Moan-late an merry-age.
- ▼ Odors firmer putty rat roaches inner floor guarding.
- ▼ Denture half sum-sing impertinent toe asthma?
- ▼ Hairy aster fodder.
- ▼ Conjure gas wart hopping?
- ▼ Violate dint merry Hairy.
- ▼ Debt gull runoff wit a wicket bet furry retch lend-lard.



Evanescent wan think, itching udder

Effervescent farther ACHE, dare wooden bather CHECKING. Effervescent farther PEG, way wooden bather BECKING. Effervescent farther LESSENS, dare wooden bather DITCHERS. Effervescent farther ODDER, way wooden bather PITCHERS. Effervescent farther CLASHES, way wooden bather CLASH BUMS. Effervescent farther BASH TOPS, way wooden bather BASH BUMS. Effervescent far MERRY SEE DICKER, way wooden bather BRACKLES. Effervescent farther TUCKING, way wooden bather LANGUERS. Effervescent far dare phony WARTS, nor bewdy cod spick ANGUSH!

Moan-late an steers

Violate worse jest wife aboard Hairy.
 Ise worse jester poor form bone
 firming adjourning form. Sam pimple
 set debt Hairy Parkings dirt half gut
 since, better better gut dispossession
 an lay worse medly an luff wet Vio-
 late. Infect, Hairy wandered toe mor-
 riss, better worse toe skirt toe astec.

O Hairy, crate Violate, jest locket
 debt patty moan! Arsenate rheumat-
 ic? Yap, inverted Hairy, lurking.

Arsenate rheumatic

- Snuff dose flagrant odors.
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- Conjure gas wart hopping?
- Violate dirt merry Hairy.
- Debt gull runoff wit a wicket
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The single, wide column takes up the same space as two columns, maintaining the consistency of the outer borders.

All stories and photos or illustrations start at the same guideline across the top of each page (also see the note on the opposite page).

Note the repetitive use of the triangular shape in the list and in the caption, opposite page. That shape is probably used elsewhere in the publication as well.

RED HEN

Shannon

Williams

Route 9

Box 16

San Gelato

Arizona

87776

123.456.7890

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Williams

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87776

Terence English

- Stratford-upon-Avon, England

Objective

- To make money

Education

- Stratford Grammar School, I think
- Definitely not University

Employment

- Actor
- Play broker
- Shareholder of Globe Theatre

Favorite Activities

- Suing people for small sums
- Chasing women

References available upon request.

Repetitions:

- ❖ Bold typeface
- ❖ Light typeface
- ❖ Square bullets
- ❖ Indents
- ❖ Spacing Alignments



It's
a
wild
tea
party!



please join us
may 1
3 o'clock
in the
afternoon
wear
your
hat

reminder

Staff Meeting Today! 2 P.M.

Be There or Be Square!



friday

12 noon



Meet
Dr. Sal

tuesday

9:30 A.M.

Diversity Enhancement Training

Required for all employees!
Meet in the Red Room.



reminder

Staff Meeting Today! 2 P.M.

Be There or Be Square!



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Diversity
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Meet in the Red Room.



friday

12 noon



Meet
Dr. Sal



Mom & Pop

Corner Grocery Store

5400 21st St • Millers • Denver, CO 80231

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Today's Special

Spinach Greens

49¢ a bunch

Thanks to <http://www.nhsdesigns.com/principles> for the abbreviated version of Robin's work.