



Experimental Formats: Books, Brochures and Catalogues (Pro-Graphics)

Chris Foges, Roger Fawcett-Tang

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An examination of the shape and size of the designed page. It reveals how decisions made at this initial stage of the design process have a huge impact on the finished design. Designers can completely alter a concept by changing the format of a page. Today, with so much information being projected through screen in a conventional horizontal format, it is appealing to see shapes that are a bit more unusual and therefore more stimulating. This manual looks at the ways in which contemporary designers are pushing the boundaries in design and in this way are exploring exciting questions such as how to make a book that does not look like a book.

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