



PrintHints

IDEAS AND INSPIRATION
FOR PEOPLE WHO BUY PRINTING
MAY 2008



THINK PRINT: LIVELY LAYOUTS

decoding our environment step by step

**Use step and repeat
patterns to create eye
catching layouts with
extra meanings**

Take advantage of our built-in human impulse to decode the environment by creating pages built around simple patterns. In addition to giving your layout an ordered, grid-like structure, you can give your readers a visual puzzle to solve — a great way to engage deeper attention and communicate on multiple levels.

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Repetition within a pattern can suggest events happening over time, seasonal cycles, or a step by step transformation.

The checkerboard pattern used here is very simple to create. Build tiles by drawing squares with the marquee tool, and pasting an image into each with Edit > Paste Into. Position and scale the placed image, then lock the image and mask together so the tile can be moved as a whole. Option/Alt-drag the tiles to make multiple copies and align them on your grid.

This sequence is particularly eye catching because the images used for the tiles each have strongly dominant colors that create a pleasing mixture of harmony and contrast. The sequence of images tells a story of transformation, but by assigning images with similar color values to specific positions within the grid the overall pattern is maintained.



Your printed communications set the stage for everything else you do – they must look their best to generate the results you need. You can rely on our top quality imaging to reflect your professionalism, while our friendly, efficient service makes your job easier.

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