## BEYOND THE PHOTOBOOK

TONY WRIGHT, 17<sup>TH</sup> NOVEMBER 2017

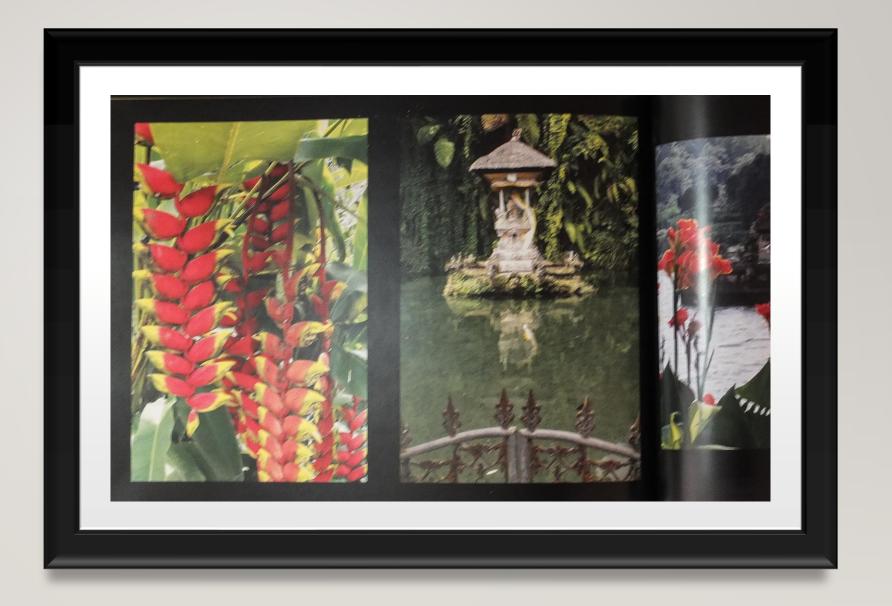
#### SINGLE PHOTO PER PAGE WITH CAPTIONS

LAY OUT AROUND INDIVIDUAL PHOTOS



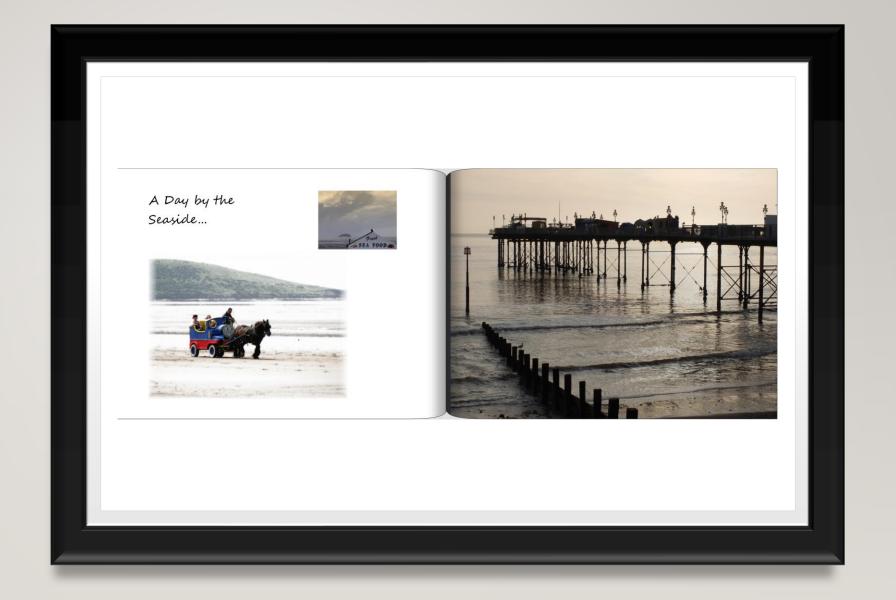
BASIC MULTI PHOTO, SINGLE THEME HOLIDAY ALBUM WITH NO CAPTIONS

LAYOUT AROUND PHOTOS
ON A PAGE



PHOTOGRAPHIC PORTFOLIO WITH THEMES, MULTIPLE BACKGROUNDS AND SIMPLE TEXT

LAYOUT AROUND PHOTOS
ON A PAGE



HISTORICAL ALBUMS
WITH STORY LINE,
COMPLEX IMAGE
THEMES AND
COMPLEX TEXT
STRUCTURE

SOME ATTEMPT AT CONSISTENCY
OF TEXT AND IMAGES



ANNIVERSARY OF SOCIAL GROUP SETS OF PHOTOS WITH CAPTIONS

BREAKTHROUGH
CONSISTENCY OF LAYOUT
BUT PHOTOS STILL
DOMINATE THE INDIVIDUAL
PAGE LAYOUTS



# CONTACT SHEET PHOTOBOOKS WITH CONSISTENT TEXT LAYOUT

RELATIVELY EASY TO
ACHIEVE REASONABLE
CONSISTENCY

#### Action Medical Research - Autumn Gift Fair "At Action we save and change children's lives through medical research.

We believe that the diseases that devastate the lives of so many of our children can be beaten. We have been funding medical breakthroughs since we began in 1952 like the first polio vaccines in the UK, ultrasound in pregnancy and the rubella vaccine - helping to save thousands of children's lives and change many more.

Begin your Christmas shopping at our Autumn Gift Fair set in stunning surroundings in the heart of the Chiltern countryside.

You are invited to browse and shop at our 50 plus tables selling such items as distinctive clothing and cashmere, unique jewelery, accessories to adorn you and your home, British artisan produce, chocolates, books, fresh and silk flowers, homemade cakes, our charity Christmas cards and much more."

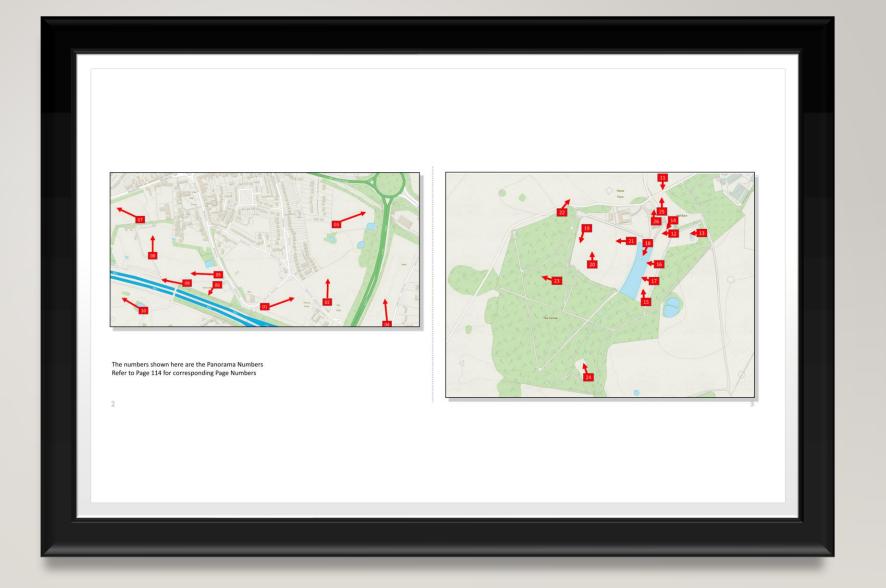






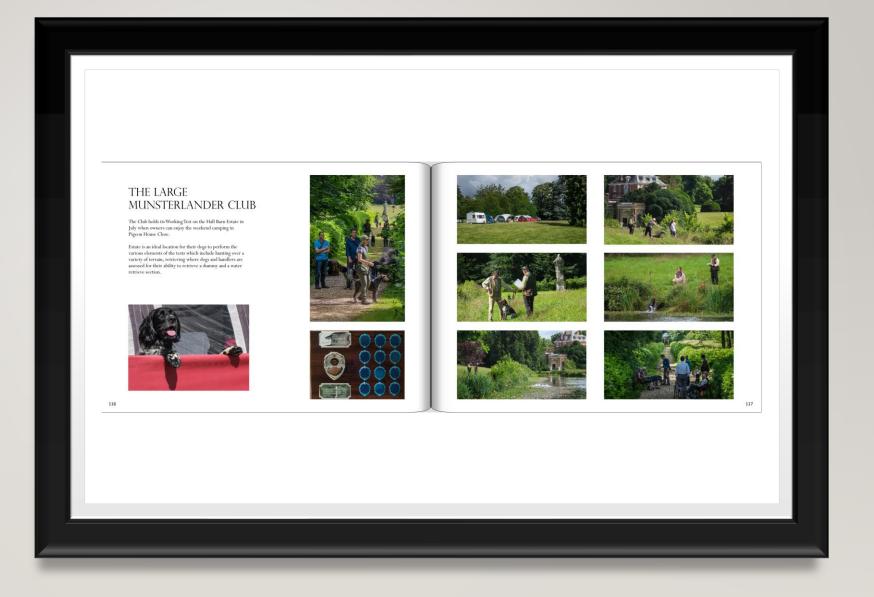
#### PANORAMIC, FOLD FLAT BOOK WITH NO TEXT BUT AN INDEX

RELATIVELY EASY TO
ACHIEVE REASONABLE
CONSISTENCY



EXTREMELY COMPLEX
ILLUSTRATED BOOK
WITH RIGID TEXT
FORMATTING AND
GRIDDED PHOTO
LAYOUT

PAGE LAYOUT NEED TO
HARMONISE WITH THE
OVERALL LAYOUT OF THE
BOOK



### TOOLS OF THE TRADE

- Template
- Ruler
- Sticky tabs
- Local proof version

