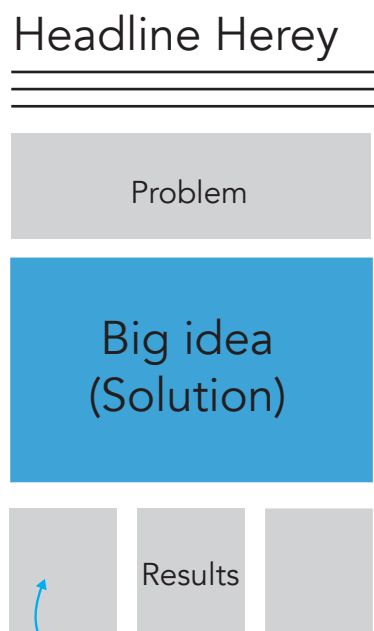
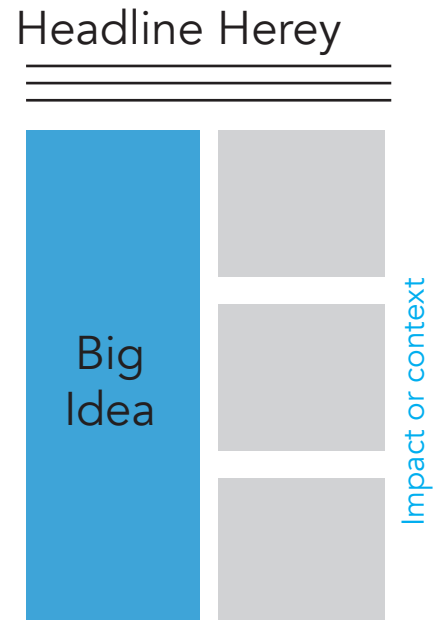
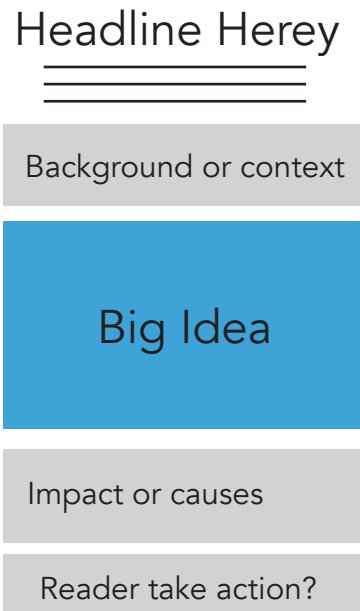


Common design structures

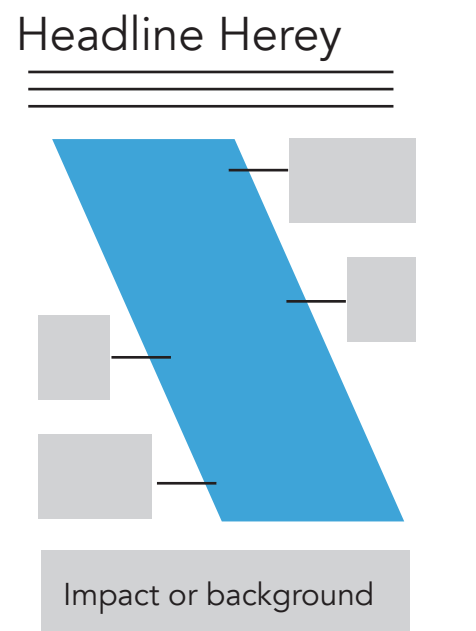
1. Make your most important point BIG
2. Write good, logical headlines that tell a story
3. Line stuff up! Seriously. Neatness counts.



Impact or background, or could be a sequence?



You could examine impacts FIRST, then delve into a cause



Sometimes a diagonal makes a natural path through a page