

Henninger Helpful Hint

Home Cookin'

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Think these examples are too extreme—that I'm overstating the case?
Nope—you can still find elements like these in many papers.

Behind the curve

Simple is good—especially when it comes to news design.

I'm a consultant who believes it's a good policy to stay a bit behind the curve—and the examples above show why.

In the early 1990s (a century ago for some of us!), QuarkXPress introduced an update that would allow us to create ovals. For the next two or three years, untutored designers went into "oval frenzy."

During the past few years, that has morphed into "shadow frenzy."

Yes, I use shadows (though I can't think of a time when I used an oval in a design!). And I think shadows work well in the right design for the right reason and the right effect.

But I refuse to use a new design technique just because it's new.

I guess I'm just not much for fads.



'101 HENNINGER HELPFUL HINTS is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp, Director
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