

# Henninger Helpful Hint



## You lookin' at me?

Occasionally, a client will ask for guidance on the best way to design a page. They're confident that the design works—but not so confident that they can make it work from issue to issue.

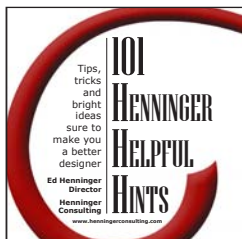
They want some ideas, for example, for best approaches to Page 1.

That's where models come in handy.

For those clients who ask for that help, I prepare about a half-dozen different models that they can refer to when they're stumped on their design.

The models are there just to give the page designer a starting point.

And usually, a nudge is all the designer needs to get started on a good design.



### '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  
Institute of Newspaper Technology

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