

'Henninger on Design' is more than a handbook—**it's also a brainbook.**

## Why you need to read this book

The design book  
that will make  
you a better  
designer—today

HENNINGER  
ON DESIGN

**T**he subtitle of this book is: 52 weeks of design thinking to help you excel.

That's no idle boast.

Read **Henninger on Design** and you will immediately have a better handle on how to design pages for your readers.

Other design books may do that. But the beauty of **Henninger on Design** is that it's more than just another handbook—**Henninger on Design** is also a brainbook.

Ed Henninger will make you use your brain.

He will make you question your position on design issues such as jumps, sequencing, headline writing, typography and others.

He will make you think about newsroom leadership and how it affects design.

He will make you think about evaluating where you've been.

He will make you think about planning where you want to go.

He will make you a thinking designer by helping you to redesign your thinking.

But Ed isn't just about philosophy and approach. He's too practical for that.

**Henninger on Design** also offers hundreds of tips and how-to items covering the gamut from advertising to Zapf Dingbats.

**Henninger on Design** is easy to read: Each page is self-contained and the book is formatted to be read comfortably on-screen. Every page carries an illustration that makes Ed's point.

Ed has even incorporated some helpful shortcuts: click on any item in the index and you'll go right to that page. Click on the drop initial on any page and you'll go right back to the index. Cool, huh?

And the writing? Well, Ed's writing is clear, concise and thought-provoking. Much of the material is from more than 15 years of design columns Ed has written for newspaper organizations throughout the U.S., Canada and Europe.

There's no other newspaper design book that approaches the subject like **Henninger on Design**.

Spend just a few minutes with **Henninger on Design** and you'll find yourself leaning across your desk, telling your colleagues: "Y'know, this book really makes you think!"

That's because...it's a brainbook.

*Jerry Bellune | Author: "Lead People, Manage Things"*



**ED HENNINGER** has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, SC.

He recently developed FasTrak, a breakthrough re-design process created exclusively for smaller dailies and weeklies. With another of Ed's redesign programs, PowerWeek, your newspaper can be redesigned in only one business week. A third innovation Ed has developed is called SelectDesign—working with you to redesign sections, pages or elements you choose for improvement.

Ed's design work consistently wins acclaim from publishers and readers. Each year, Ed's redesigns continue to receive first-place awards in state and regional contests.

His column on newspaper design appears regularly in "Publishers' Auxiliary," the publication of the National Newspaper Assn. His column also appears in the bulletin of the Southern Newspaper Publishers Assn. as well as the newsletters of numerous press organizations throughout the U.S. and Canada. It is also distributed worldwide to more than 800 subscribers.

Every year, Ed conducts powerful, memorable newspaper design seminars for such groups as:  
The American Press Institute  
The Southern Newspaper Publishers' Association  
The New York Press Association  
Canadian Community Newspapers Association  
The International Resources and Exchange Board

Ed will make you a thinking designer by helping you to **redesign your thinking.**