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Before and After Graphics for Business

By John McWade

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Before and After Graphics for Business By John McWade

As the founder of the very first desktop publishing company (PageLab) and the publisher of **Before and After** magazine, **John McWade** knows graphics. He also knows business—and the depth of that knowledge comes through in every page of this handsome primer on creating effective business graphics! In these pages, a master of the medium shows you how to use today's tools to create business graphics that communicate your business's identity in a variety of forms. From creating charts, graphs, calendars, and maps to designing newsletters, creating various types of stationery, coming up with an identity, using photos to convey a message, and creating gift certificates, Yellow Pages ads, coupons, forms, and more, this elegantly designed volume shows you how to present your business to the world graphically. Best of all, you'll discover how to think visually—ensuring that *your* perceptions of your business are the *world's* perception of your business through the effective use of business graphics.

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Editorial Review

From the Back Cover

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About the Author

Designer, teacher, and author John McWade has been at the forefront of the graphic design and desktop publishing worlds for several decades. As the first beta user of the desktop publishing program PageMaker, John went on to found the first desktop publishing company, PageLab, to take advantage of the new tools. With his partner Gaye McWade, he founded **Before and After** magazine. He is also the author of **Before and After Page Design** from Peachpit Press.

Users Review

From reader reviews:

Larry Munoz:

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