

lisa price

flyers

This lost cat flyer is just a simple example of powerful yet simple design. (She was hiding in the dark recesses of my bedroom closet, but for a while there it was really scary. My fiancé got points for walking around the neighborhood and stapling them wherever he could so that I could continue looking for her and calling local animal shelters. He got even more for taking them all down without complaint when she finally emerged safely from underneath my sweaters.)

I laid it out (in a hurry) in QuarkXpress for Windows. I used Impact for the headings and Trebuchet for the rest of the text. My fiance took the photograph. (Kuan Yin was, my friend explained when he named her in 1990, the bodhisattva of compassion or goddess of mercy in Chinese Buddhism. My take: she's awfully big on the goddess part, and not so much on the mercy part.)

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