



## Richardson Economics

For this High School textbook design, the challenge assigned to Page2 was to make Economics cool and real — don't talk down, don't talk dry — make it look like something these kids might actually *want* to check out. Part of our approach was to avoid copping-out/selling-short on the level of design...if executed effectively, you truly *can* feature rich, involved visuals and complex graphic elements *without* detracting from the content.