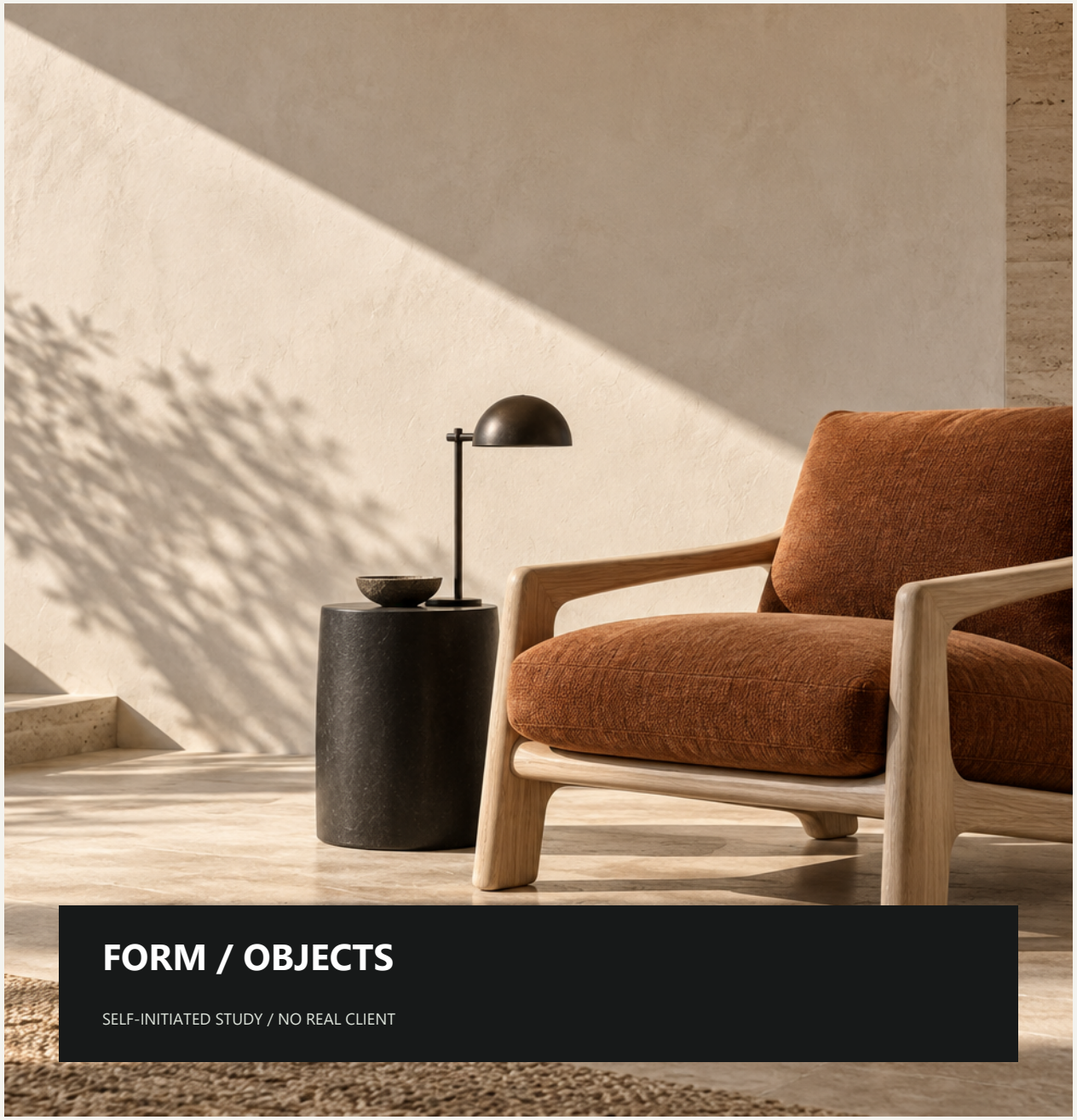
CATALOGUE DESIGN / REMOTE COLLABORATION

Clear catalogues. Products in focus.

Graphic design and page layout for companies and agencies. Product catalogues, price lists and sales literature.

Roland Baldo / Mediastart

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01 / APPROACH

Good design starts with structure.

Organising a product range means giving every piece of information its place. Images, descriptions, variants and prices need to work together: each page should invite exploration and help readers find what they need.

01

Grids and hierarchy

A consistent structure that accommodates different content.

02

Product sheets and tables

Readable, comparable ordering codes, dimensions and variants.

03

Revisions and updates

An agreed process for changes and new editions.

02 / FORM / OBJECTS

Material, space and rhythm.



Quiet forms.
Everyday presence.

LOUNGE 01

Wood, fabric and essential proportions. A fictional collection built around clear product presentation.



MODEL	W × D × H / mm	FINISH
L-01	720 × 780 × 740	OAK / RUST
L-02	720 × 780 × 740	OAK / MOSS

A self-initiated furniture catalogue study. The spread combines an interior scene, collection details and product information. Photography sets the mood; the grid holds the content together.

03 / DETAIL

From story to specification.

An image-led page and an information-led page share the same visual language. Finishes, dimensions and variants have a defined place and a clear hierarchy.



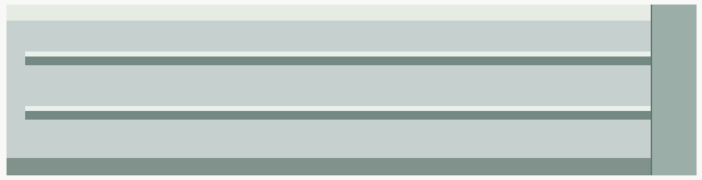
MODEL	W × D × H / mm	FINISH
L-01	720 × 780 × 740	OAK / RUST
L-02	720 × 780 × 740	OAK / MOSS

Fictional brands, illustrative products and data. AI-generated interior image; live typography and composed tables.

04 / MODULAR SYSTEMS

Detailed data. Clear reading.

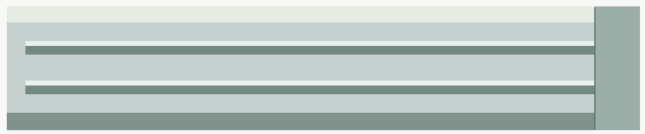
PROFILE / P40



Structured data for selecting a variant. Schematic drawings and illustrative ordering codes.

CODE	L / mm	W / mm	UNIT
P40-250	250	40	1 pc
P40-500	500	40	1 pc
P40-750	750	40	1 pc
P40-1000	1000	40	1 pc
P40-1500	1500	40	1 pc
P40-2000	2000	40	1 pc

CONNECTION / C40



Structured data for selecting a variant. Schematic drawings and illustrative ordering codes.

CODE	TYPE	FINISH	UNIT
C40-01	90°	NATURAL	4 pc
C40-02	90°	BLACK	4 pc
C40-03	180°	NATURAL	2 pc
C40-04	180°	BLACK	2 pc

The same structure can accommodate new rows and variants.

A self-initiated industrial components catalogue study. Tables, codes and schematic drawings form a repeatable structure for technical ranges and recurring updates.

05 / DATA DESIGN

Precision you can see.

Recurring headers, explicit units and consistent alignment make variants comparable. The source data structure is agreed before page production begins.

CODE	L / mm	W / mm	FINISH	UNIT
P40-250	250	40	NATURAL	1 pc
P40-500	500	40	NATURAL	1 pc
P40-750	750	40	NATURAL	1 pc
P40-1000	1000	40	NATURAL	1 pc
P40-1500	1500	40	NATURAL	1 pc
P40-2000	2000	40	NATURAL	1 pc

SELF-INITIATED STUDY / NO REAL CLIENT

06 / WORKFLOW

From product range to publication.

01 Brief and materials

Objectives, audience, products and available documents.

02 Sample page

Approve the grid, hierarchy and product modules before rollout.

03 Layout and revisions

Develop the pages and review agreed changes.

04 PDF and digital publication

Deliver to project specifications, with an optional browsable digital catalogue.

DESIGN / PAGE LAYOUT / PRINT AND DIGITAL

Your next catalogue.
One direct contact.

Remote collaboration on new projects, updates and agency support.
Schedules and availability are agreed for each assignment.

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