

Chapter 5 Outline:

Chapter 5: Layout

What is layout?

The arrangement of type and visuals on a printed or digital page

Concerns the organization and arrangement of type and visuals on two-dimensional surfaces to create effective visual communication

Layout entails several interrelated goals.

- To fit visual elements into a limited space
- To arrange them so that they are functional, unified, and easily accessible to the viewer
- To facilitate communication
- To create visual impact

Basic Principles in a layout:

When designing a page (print or digital), there are basic principles to keep in mind.

- Emphasis (focal point and visual hierarchy)
- Unity
- Balance

Considering the Format

Remember, the format is a primary player in any layout.

All elements respond to the shape of the page.

Poster design by Thomas C. Ema

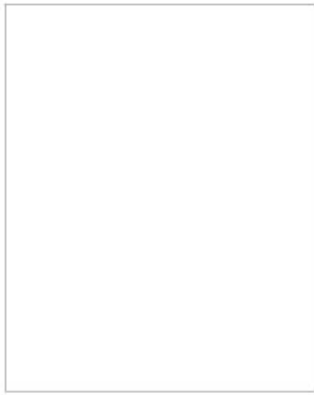


Compositional Tool: The Grid

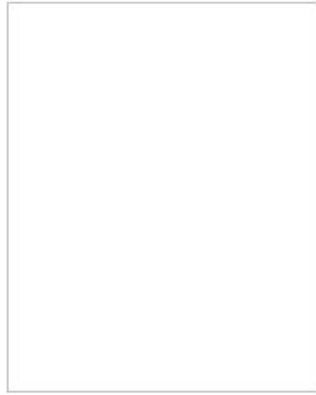
When a designer has to maintain balance, emphasis, rhythm, and unity throughout a series of consecutive pages, most designers use a grid.

A grid is a guide — a modular compositional structure made up of verticals and horizontals that divide a format into columns and margins.

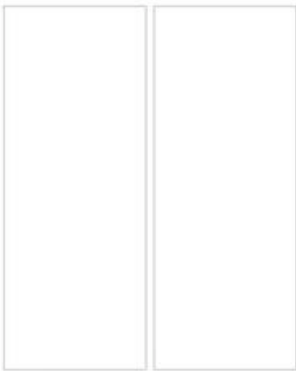
Grids for Print: Designer: Steven Brower



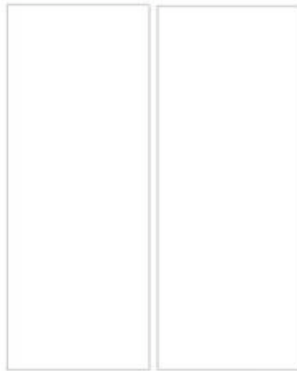
© 2004 Pearson Education, Inc.



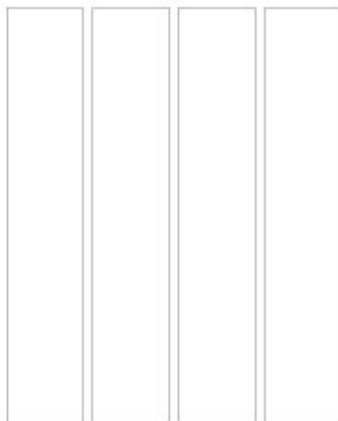
© 2004 Pearson Education, Inc.



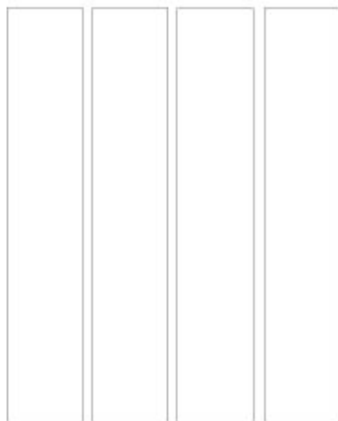
© 2004 Pearson Education, Inc.



© 2004 Pearson Education, Inc.



© 2004 Pearson Education, Inc.



© 2004 Pearson Education, Inc.

Grids for Print: Designer: Steven Brower

Introduction by Thomas O'Leary

WHO NEEDS ADVERTISING

It need to be so easy. In post-war America, advertisers needed only to buy national media to take delivery of bonnar numbers of motorists and consumers. After all, these prospects, in their cordless-carrier tracts, became watching "The Ed Sullivan Show" or thumbing through *Life* and *Look*, were a testament to the mass mentality of that time. They were Nielsen, or more appropriately, (Cherie and Harvey) Nelson family households, hungry for brand names of prosperity after the shortages of World War II. These captive numbers of consumers were so tedious for granted that marketers' infrastructures, as pioneered by Procter & Gamble, were developed along the lines of brand management for products, not along the needs of consumers.

Given the evolution of marketing and media since then, the re-making consumer services would likely have ended that one-way conversation, the introduction of new technologies most certainly



...and the fact that the American people were...
...the fact that the American people were...
...the fact that the American people were...

FULL STEAM AHEAD

Before the war, the only way to reach a mass audience was through print. But now, with the advent of television and radio, the possibilities are endless. The only way to reach a mass audience is through print. But now, with the advent of television and radio, the possibilities are endless.



...the only way to reach a mass audience is through print...
...the only way to reach a mass audience is through print...
...the only way to reach a mass audience is through print...

21ST CENTURY PARTNERS

Given the rapid pace of change in the 21st century, it is essential for businesses to form strategic partnerships. These partnerships can provide the resources and expertise needed to succeed in a competitive market.



...essential for businesses to form strategic partnerships...
...essential for businesses to form strategic partnerships...
...essential for businesses to form strategic partnerships...