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

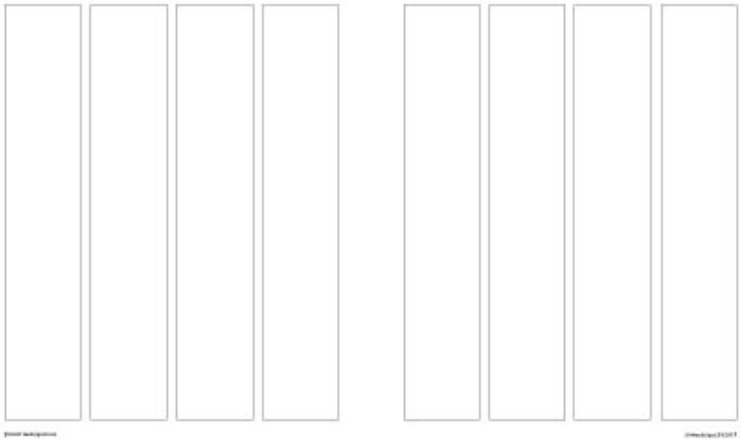
Considering the Format

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



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