

Layout Design

What is layout design?

- Layout design creates the **look, feel, and organization** of your spread
- A layout is built on an **invisible framework** of grids and guides
- Promotes consistency and organization

Fostering Focus

- Good design **helps readers focus** on the content of your spread
- Enhances readability
- Combining verbal and visual elements creates a more complete story
 - Headlines grab the reader's attention while stories explain
 - Illustrations, stickers and photographs should communicate useful information not simply decorate the page

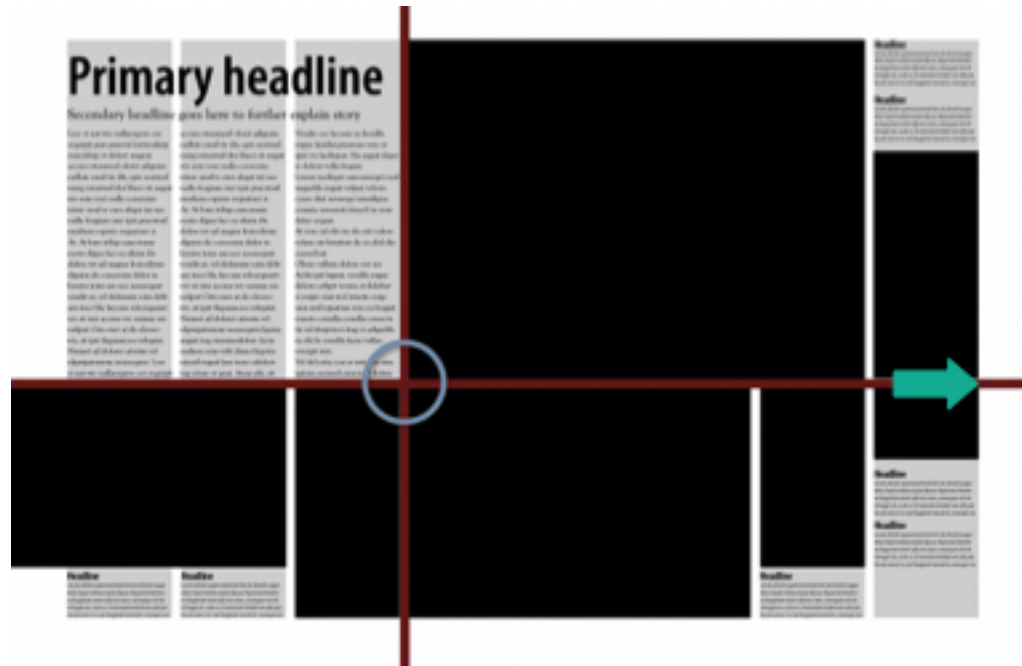
On Good Terms (Terms to know)

- Eyeline
- Margins
 - External
 - Internal
- Gutter
- Column Grids
- Picas
- Points
- Caption
- Sidebar
- White Space

Emphasizing the Eyeline

The dominant element should be placed onto the spread first, helping to **create an eyeline** for the entire page

Smaller, secondary elements are to be placed surrounding the dominant element



The Big Picture

- A good layout is only as strong as its photos, so choose wisely!
- Using a **variety of photo sizes** adds interest to the spread
 - This allows your reader to **understand the story of your spread** as well as what elements are most important
- The dominant photo is **two to three times larger** than the other elements on the page

Using Your Space

Planned space strengthens the visual appeal of the page's content

- White space, or blank space, should be thoughtfully used to emphasize the most important elements on your spread

Unplanned space weakens the overall appearance

- Unplanned blank space

Templates

- A template is a **premade prototype**, or layout, for a design
- **Templates promote consistency** throughout the various design elements on the spread including graphics, photo shapes and text sizes.
- These layouts **can simply be dropped onto a new spread**, making layout design easy and manageable