

Layout & Design

Overview

- Understand the design process
- Appreciate the job of the designer
- Not to make you an artist

Principles of Design

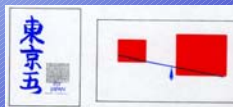
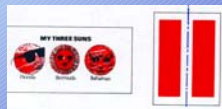
- Balance

- Formal

- Mirror image
 - To convey a formal or traditional message

- Informal

- No mirror image
 - Lighter message



Principles of Design

- Contrast

- Thick & thin
 - Light & dark
 - Printed vs. unprinted



Principles of Design

- Rhythm

- Repetition of lines or shapes
 - Gives direction



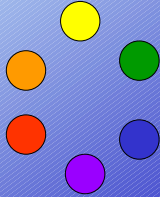
Principles of Design

- Harmony or Unity

- The total relationship of the elements of the design to each other
 - Idea, type, art, photos, color

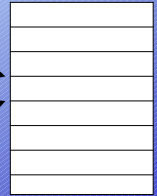
Principles of Design

- Color
 - Sets a mood
 - Draws attention
 - Adds interest
- Mood colors
 - Blues, greens, violets
 - Reds, yellows, oranges



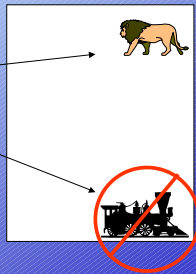
Principles of Design

- Optical Center
- Mathematical Center



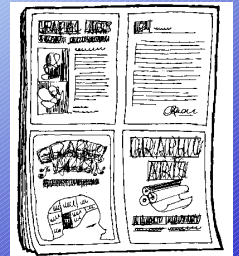
Principles of Design

- Subject placement
 - Heading onto the page
 - Not out



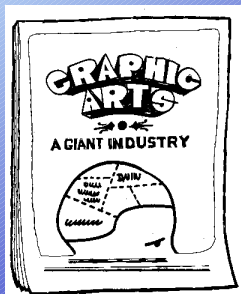
Layout Steps

- Thumbnail sketch
 - Quick
 - Pencil
 - No concern for detail



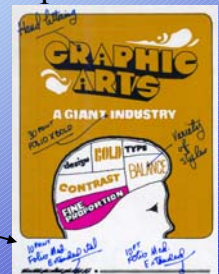
Layout Steps

- Rough layout
 - Refined thumbnail
 - Measured
 - Actual size



Layout Steps

- Comprehensive
 - Created by artist
 - Looks like final
 - Type
 - Specs on overlay



How Far Should You Go?

- Thumbnail
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- Rough
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- Comprehensive

Failure to Plan

- Problems
 - Final job layout
 - Incorrect folding
 - Final doesn't meet the customer's desires
- Failure to plan is a plan to fail
- Class requirements
 - 3 thumbnail sketches – with OK
 - Rough layout – with OK