

Basic Design

Organizing Photos, Words and
Graphics on a page in order to
tell a story

■ Photos



■ Copy

► headline & story



► caption

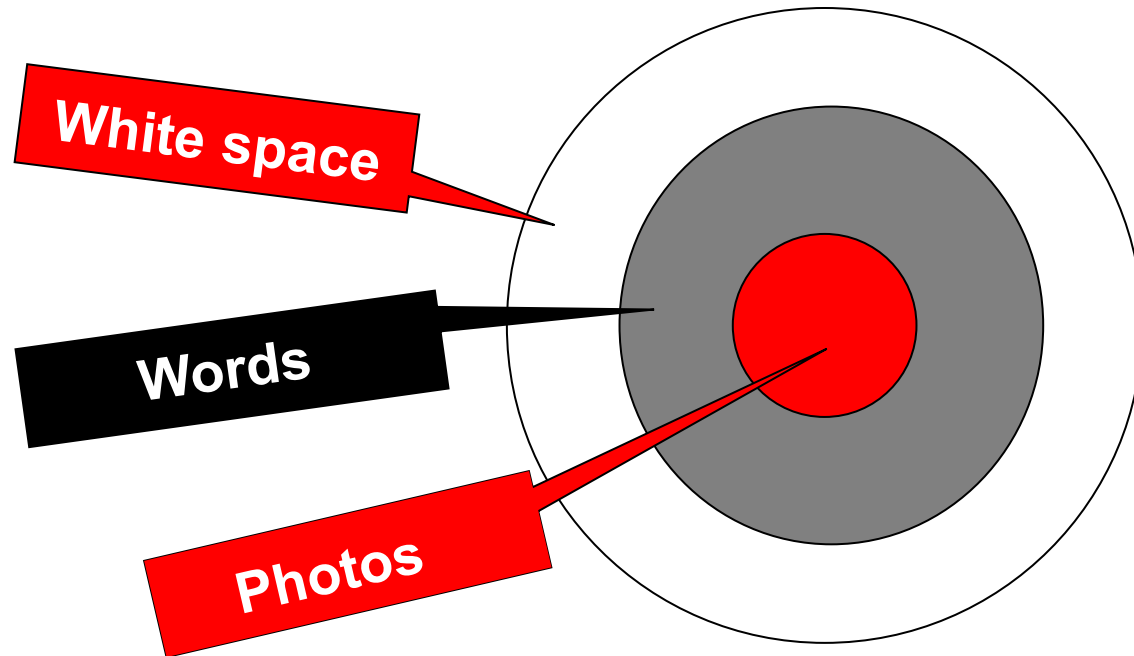


■ White space

Don't underestimate the importance and impact white space has on your spreads!

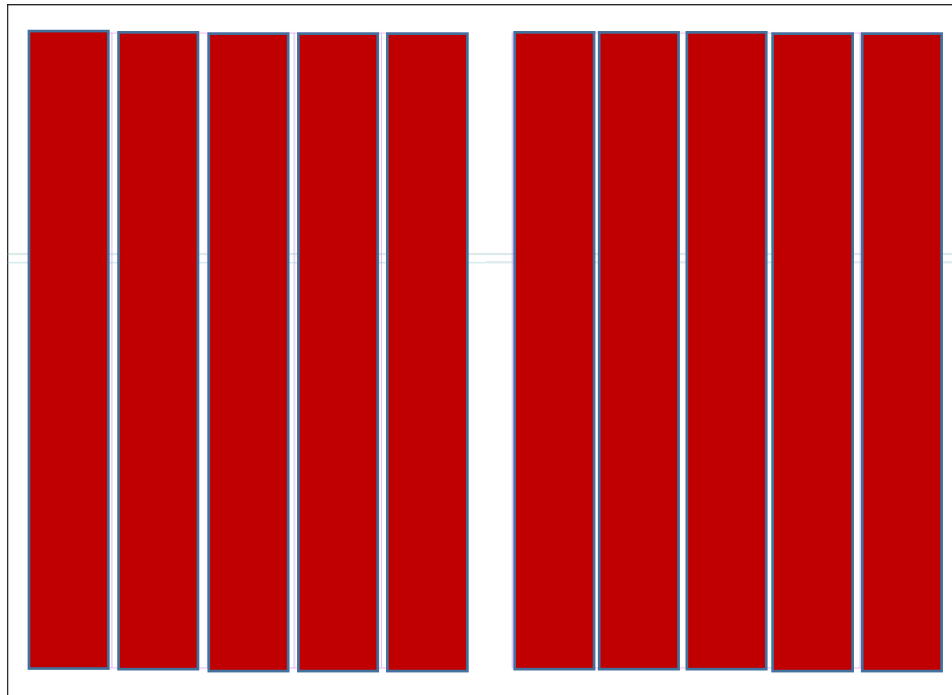
Placement of elements

Verbal and visual elements create a bull's-eye effect

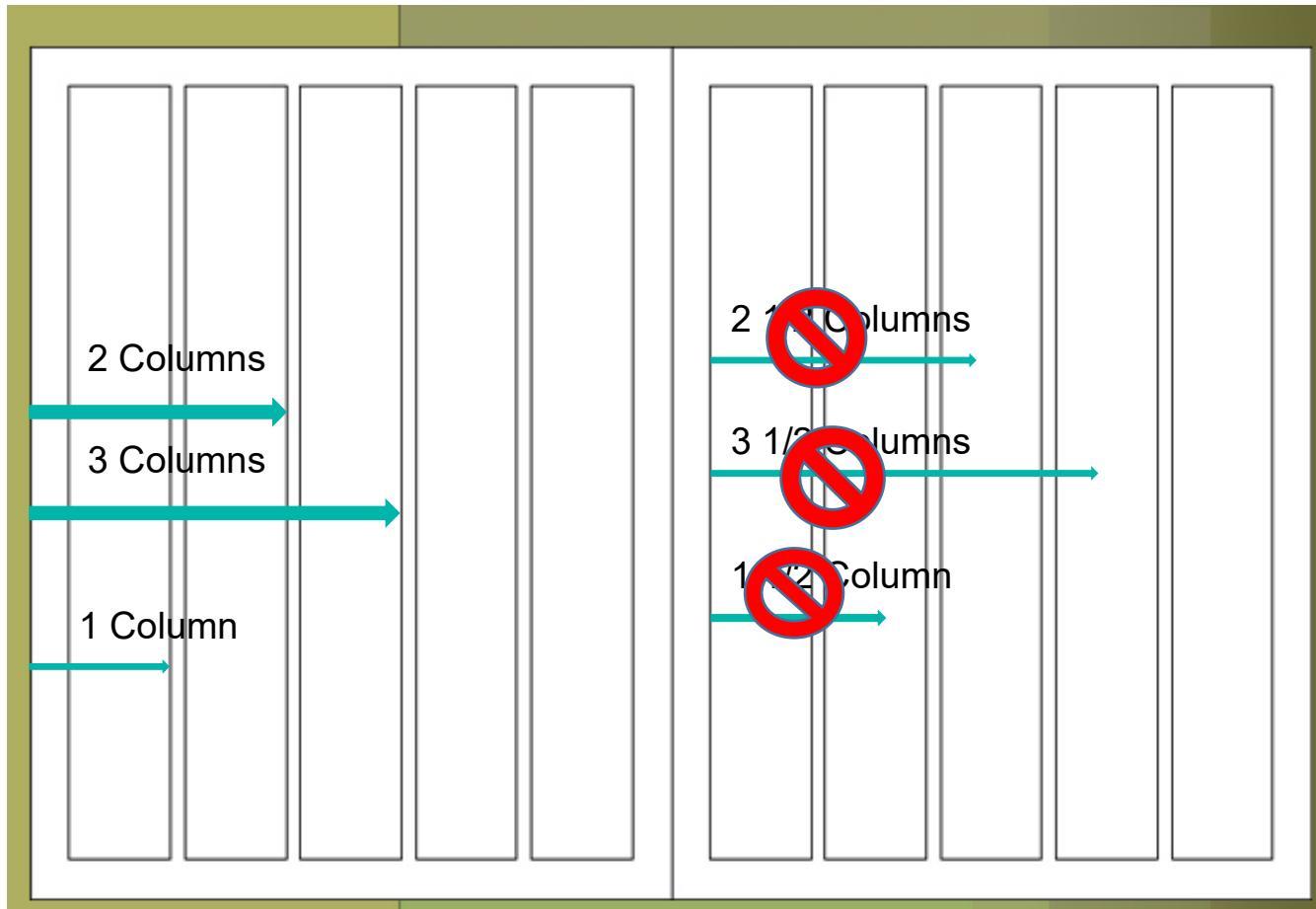


Design steps

Determine foundational structure by dividing layout into columns of equal sizes.



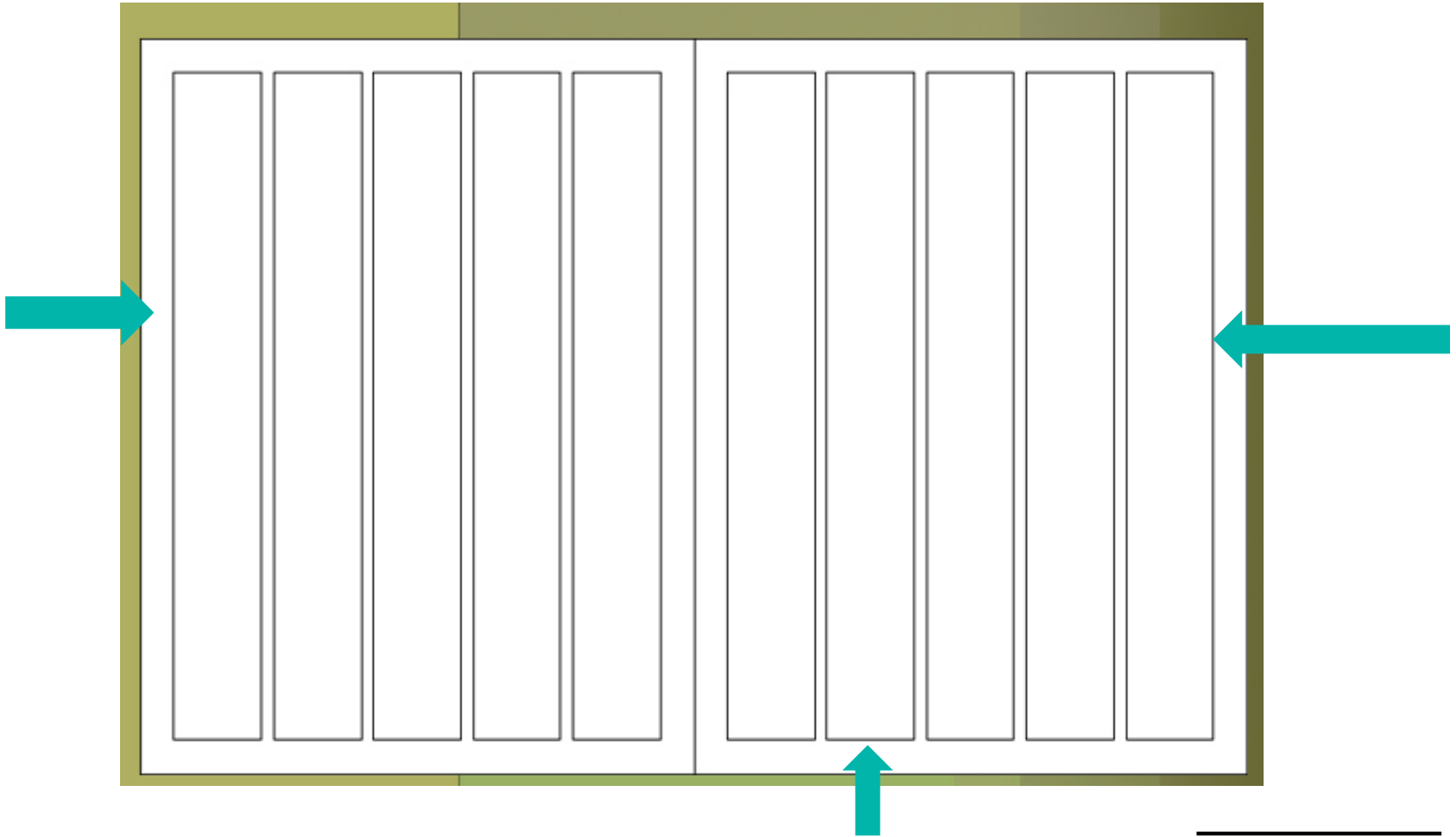
Begin and end designs on a column



Establish the external margins

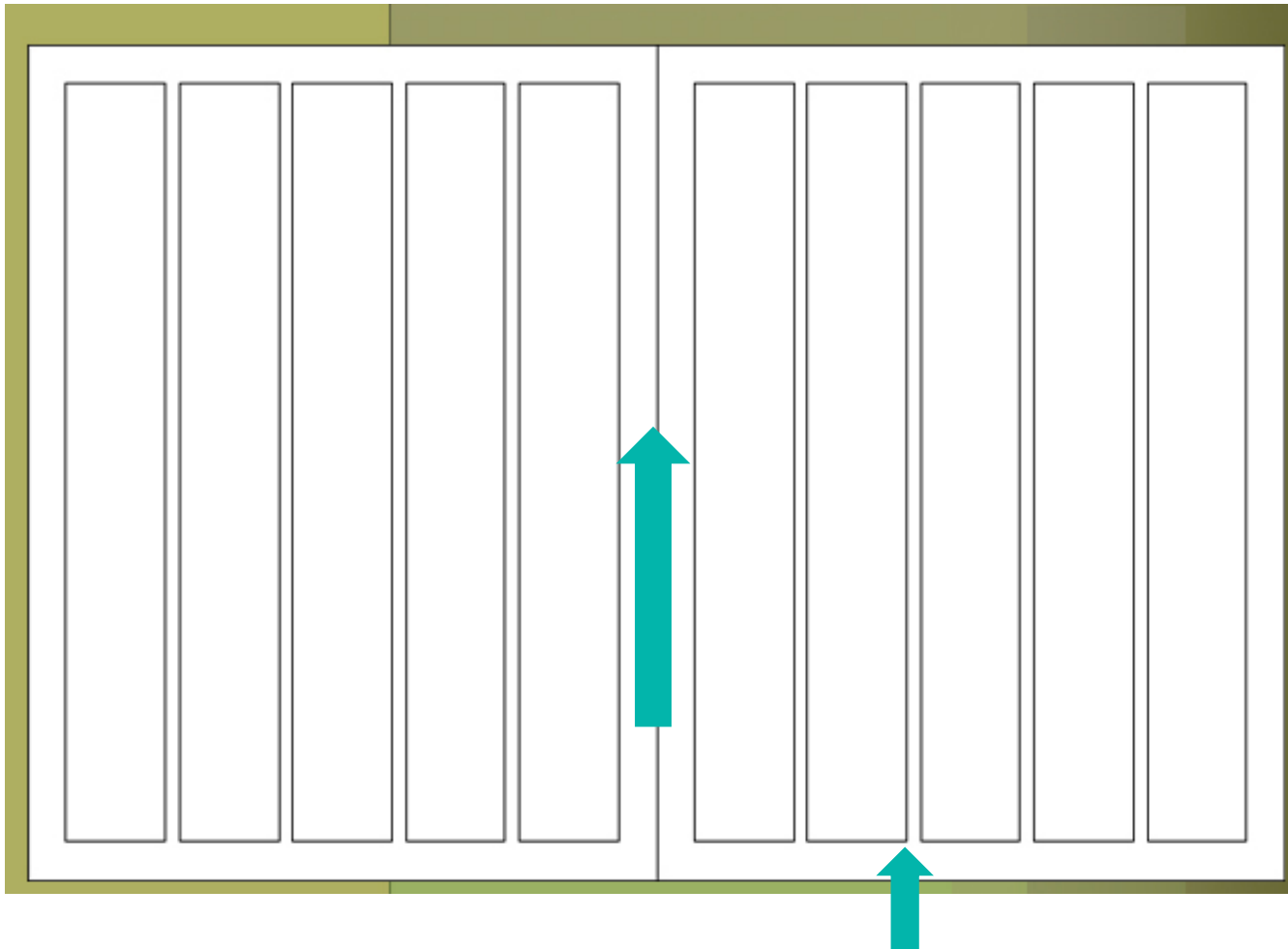
The amount of white space that surrounds the spread.

Designers may want to add more white space to create the feel of a frame.



Note the gutter and the internal spacing...

Traditionally, there is **ONE pica of white space between columns.**



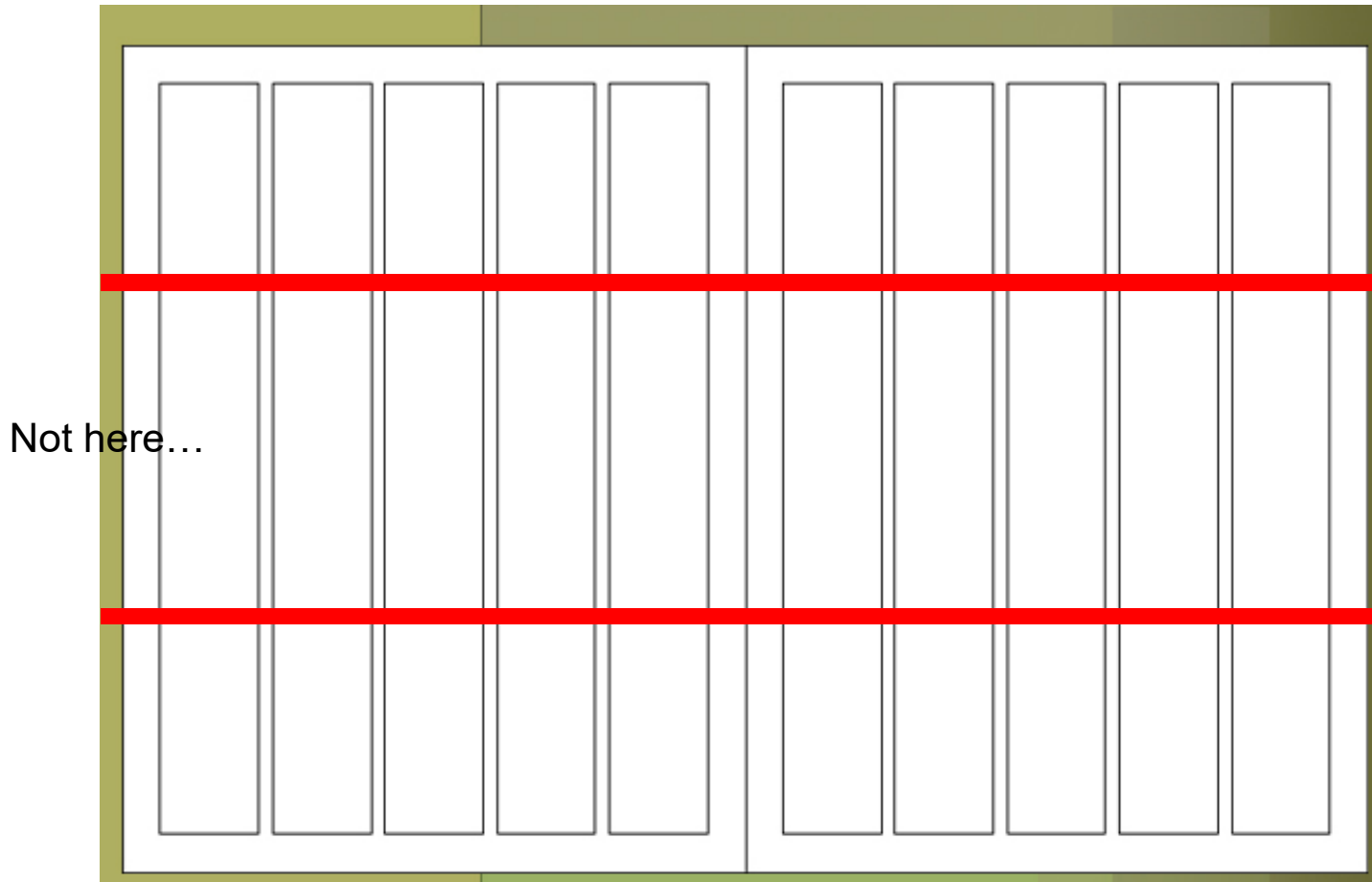
Decide on the Eyeline

A diagram of a blank yearbook page layout. The page is divided into two main sections by a vertical line down the center. Each section contains five vertical rectangular boxes, one above the other. A thick red horizontal line is drawn across the middle of the page, passing through the center of each of the ten boxes. This line represents the 'eyeline' for the page design.

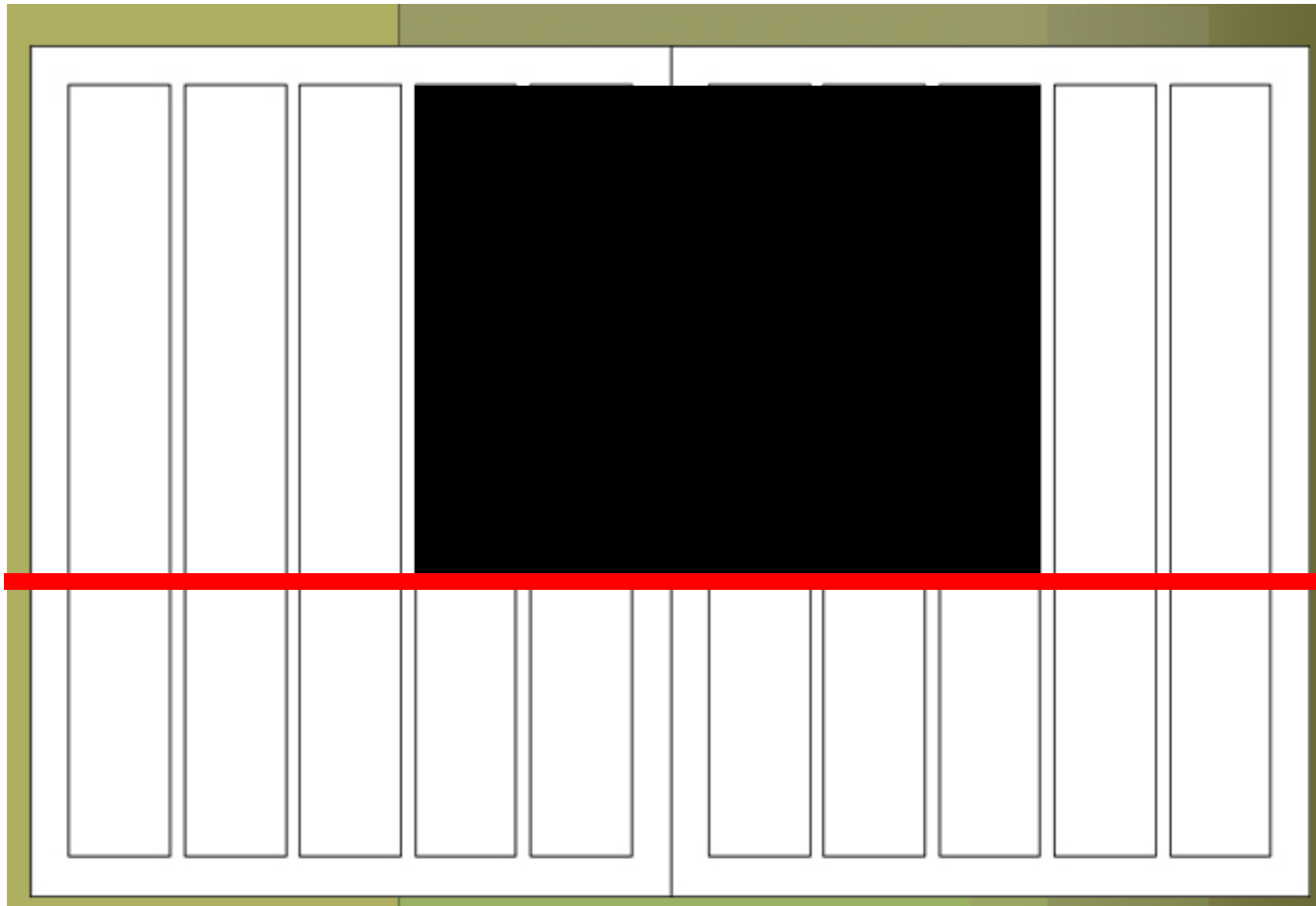
Design CAUTION

Placement of the eyeline...

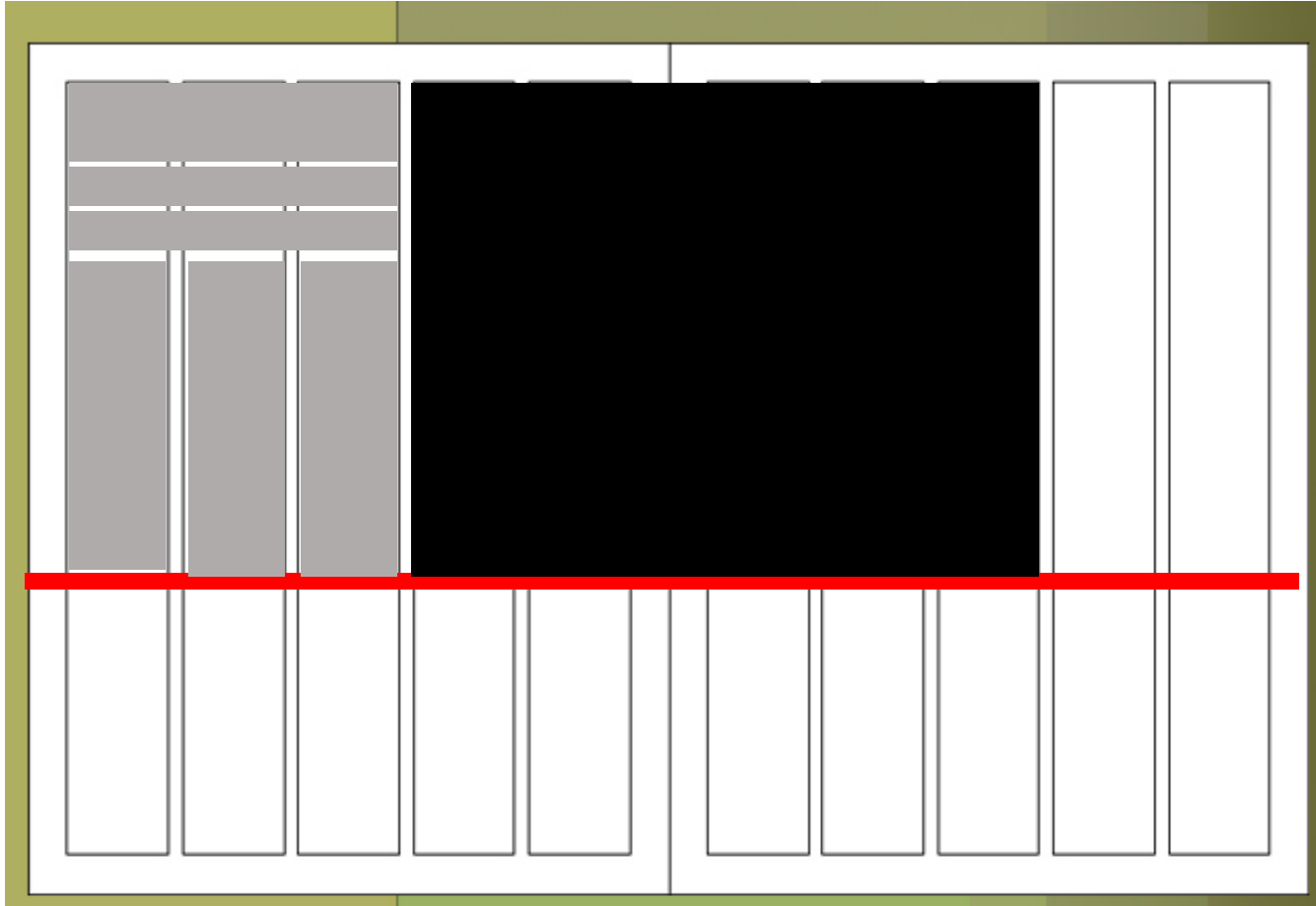
(Place in upper or lower third, never in the middle)



Place Dominant Element



Place headline/copy area near Dominant Element; **this creates a package**



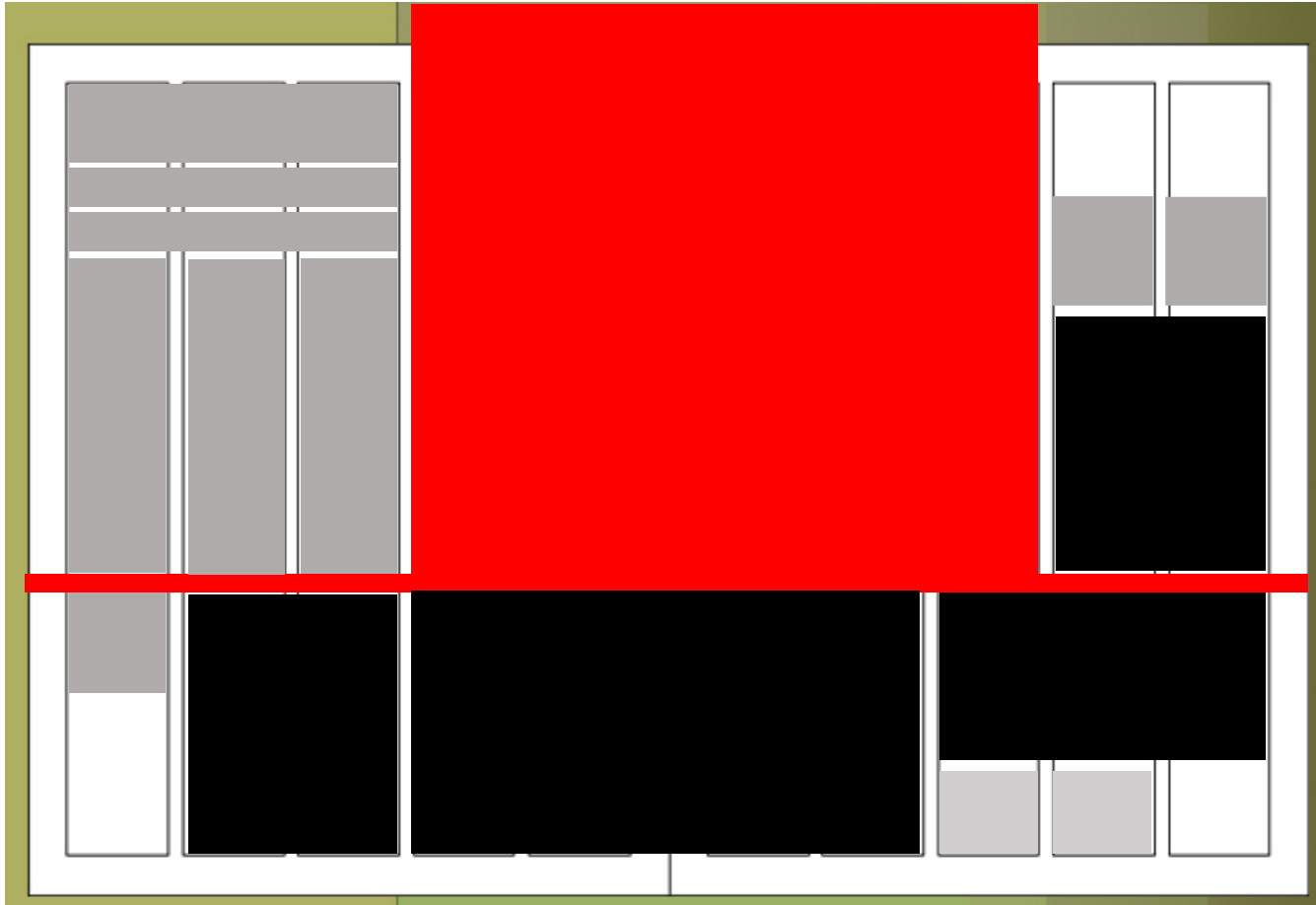
Add Photos Areas: Remember all elements sit on or hang from the eyeline



Add Caption Areas: **Caption widths must stay consistent. Length may vary**



A photo may bleed; this is one photo that flows off the page

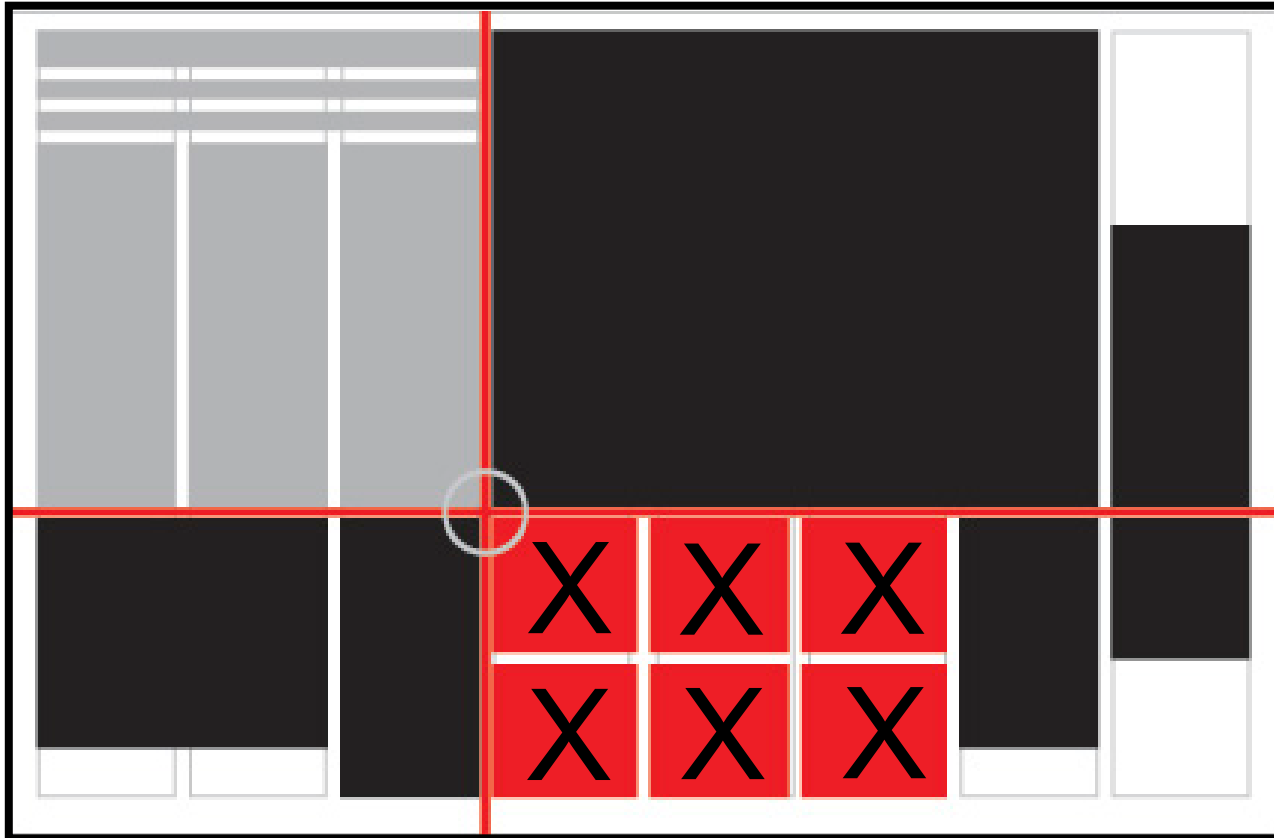


Bull's-Eye! Do the elements flow from the center?
Do we go from Black to gray to white?



Design CAUTION

Avoid placing pictures on the spread that are the exact size and shape ***unless the content is related.***



📋 Design CHECK

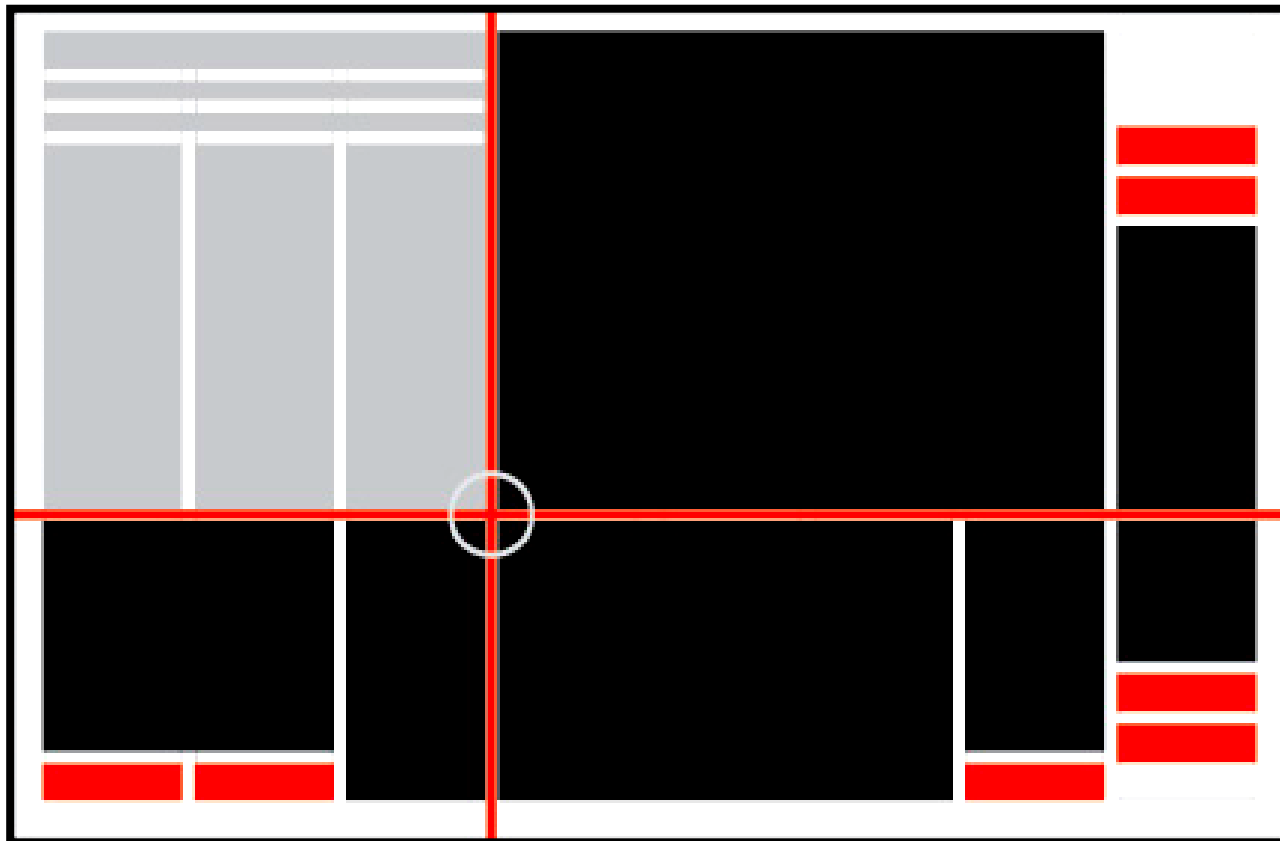
■ Photo Cropping and Placement

Aim for a variety of content and balanced coverage

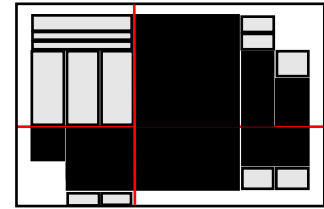


Design MAXIMIZATION

- Use your layout to create others

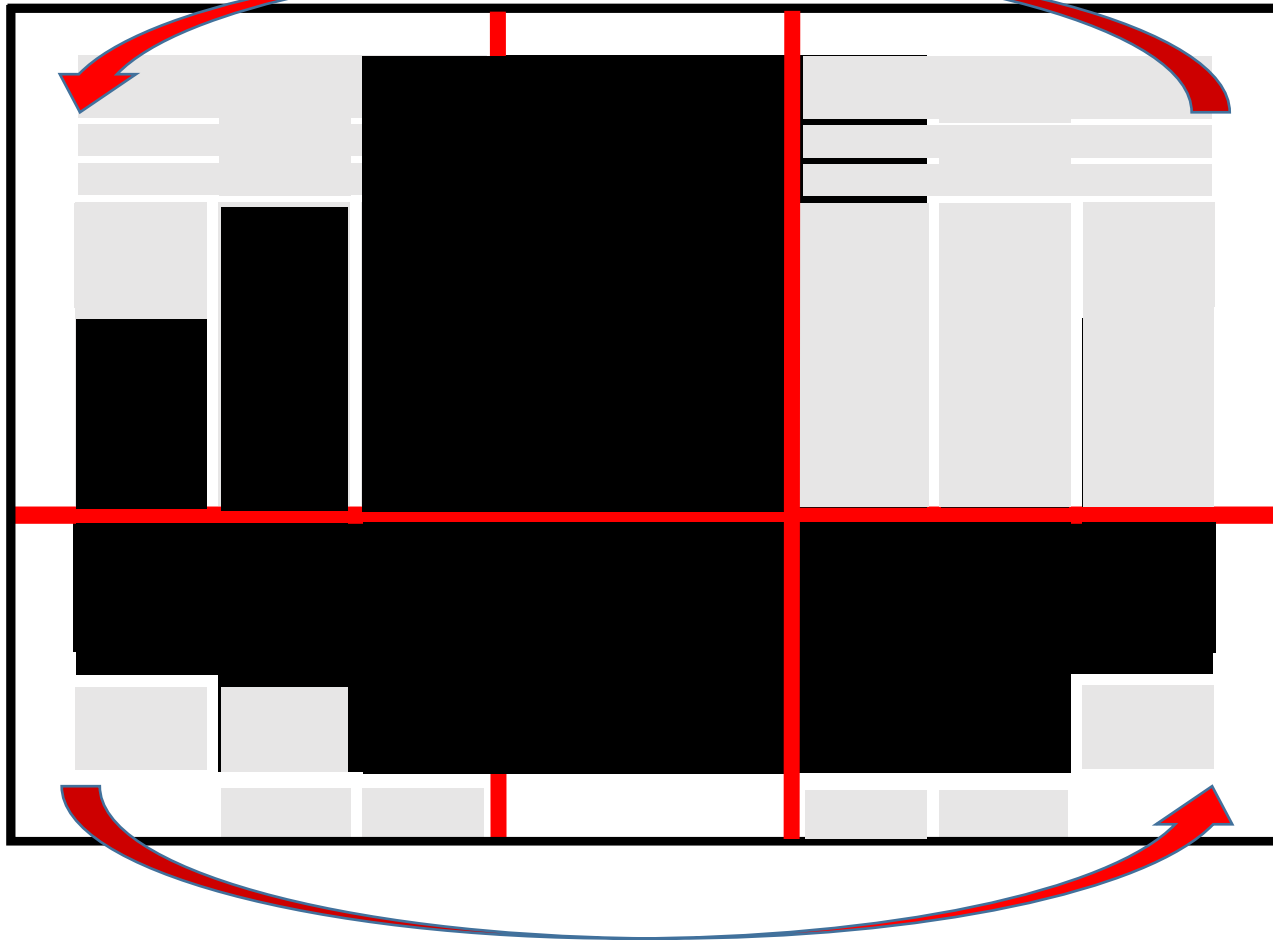


Design MODIFICATIONS



Original Design >

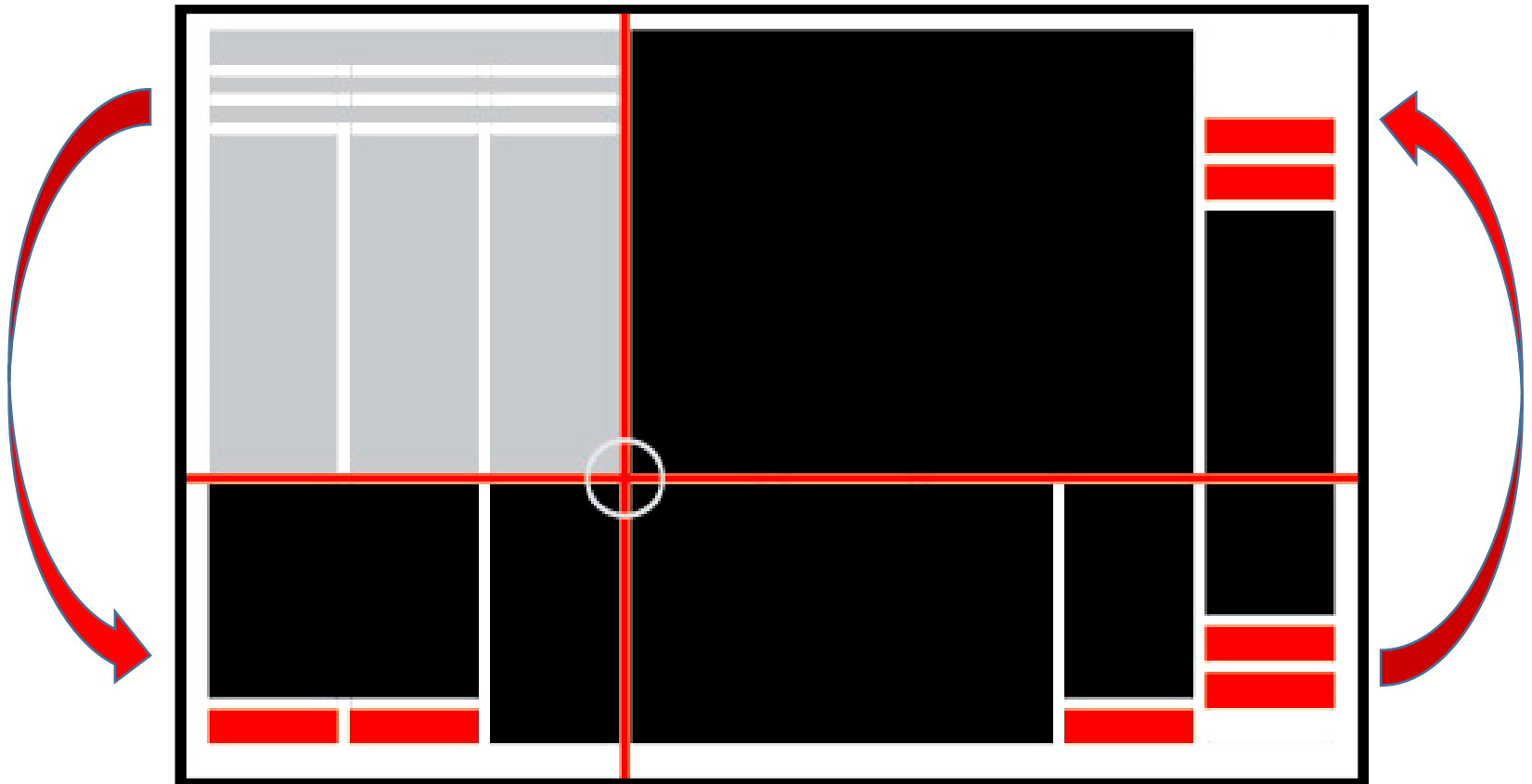
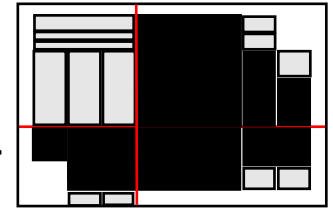
■ Mirror



Design MODIFICATIONS

■ Flip

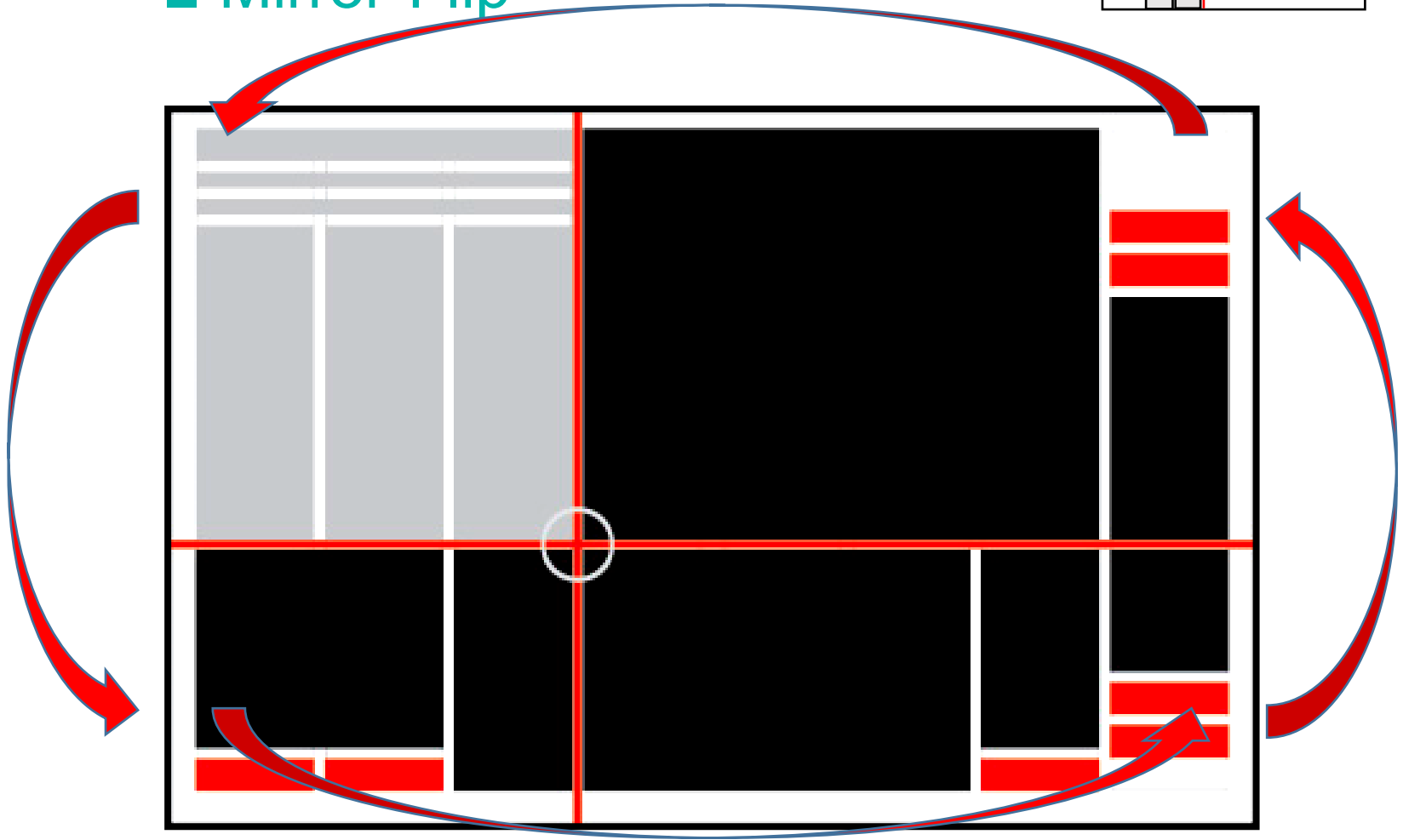
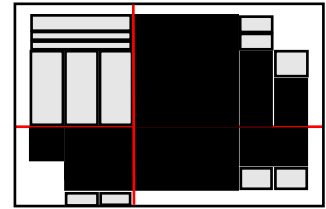
Original Design >



Design MODIFICATIONS

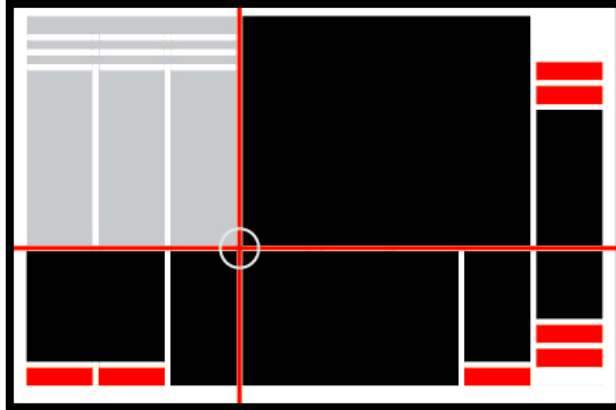
■ Mirror-Flip

Original Design >

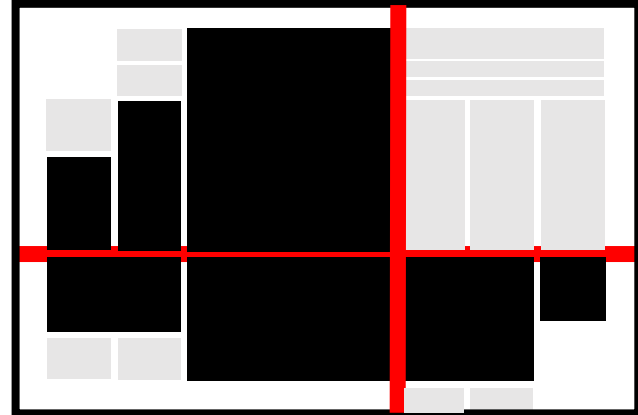


Design MODIFICATIONS

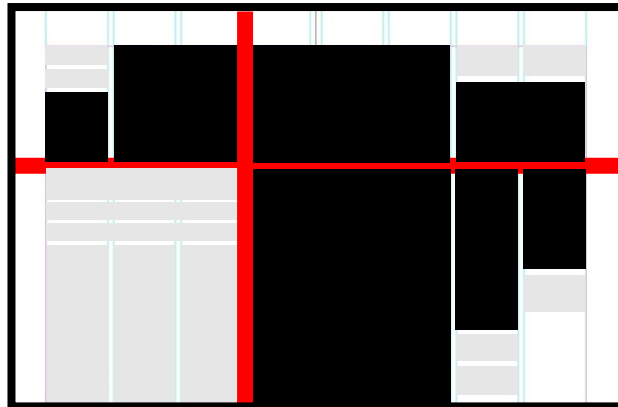
■ Original



■ Mirror



■ Flip



■ Mirror-Flip

