Layout & Design

What is Layout?

Layout is the arrangement of visuals and text on a viewable surface. Layout is used in every document, advertisement, logo, trademark, brochure, handout, book, magazine, or billboard. Designers consider basic principles: simplicity, emphasis, organization, balance, legibility and unity.

First, analyze the purpose of the presentation. Freshness and originality are the most important prerequisites for forceful and effective visual appeal. Graphic designers always seek visual novelty, surprise, individualism, and even exotic juxtapositions of basic standard elements. The only printed works which usually do not vary from standard, balanced & quiet layout forms are scholarly papers and ceremonial announcements. The purpose of a bumper sticker differs from a production manual, so the design will differ as well.

Design Principles:

- Simplicity • The elements should present one clearly defined idea.
- Emphasis • Key elements should be highlighted & should dominate subordinate elements.
- Organization • Arrange elements to direct the eye and gain & hold attention.
- Balance • Place & space elements so viewing is as convenient as possible.
- Legibility • Lettering must be readable. The visuals should be clear.
- Unity • Elements work together & provide continuity.

Visual Tools:

- Line • Lines connect information.
- Shape • Shapes lead the eye.
- Color • Is used to enhance unity.
- Texture • Texture is used to provide interest.
- Space • Open spaces allow design elements to become effective.

Background Information
Layout & Design Guidelines

Background Information

- If a picture is worth a thousand words, a visual with a one word caption will focus attention on what's important.
- Headlines should be as brief as possible.
- Images should always make sense to the viewer.
- Crop visuals to obtain more striking results, but remember the inside of the page.
- Visuals containing human images should always face toward what draws around the page.
- Equal emphasis on all elements.

Headline

Generally use only one headline per publication.
- Headlines and fund raisers.
- Sizes of headlines may follow any arrangement for newsletters and posters.
- Very the size of headlines from largest at the top of the page to smallest at the bottom of the page.
- What are the elements of Layout?
Simplicity:

Composition is the 'SKELETON' of layout design. It is used to achieve clarity. Whatever elements are chosen, a composition should be uniform and cohesive. Placement of design elements should never visually confuse the viewer. Composition may be formal, informal, symmetrical, asymmetrical, static or moving; but it should always showcase the work's purpose. When evaluating a composition always use the KISS principle (Keep It Simple Sweetie).

Studies of human eye scanning patterns give some clues about composition. The eye moves in a spiral pattern over a design, before resting on any part of it. Eyes see information like this:

Natural eye movement is from left to right and top to bottom. For the greatest visual impact, place elements on page's "hot spots".

Emphasis:

1. Which one of the elements in each box do you see first?

   - Varying the one aspect of the design is what draws your eye toward it.

2. Main points should be emphasized:

   - [Image]

3. Use size, relationships between objects, color or space to emphasize a particular point.

Background Information

Layout & Design Guidelines 22
Layout & Design Guidelines

Background Information

Balancing

Formal balance: It is usually more attention-grabbing. Informal balance is asymmetrical and more dynamic than formal balance.

Placement using Informal Balance

1. All forms are unimportant. A circle must be a line, and a square can be a circle. However, may be used in different size and shape.

2. Overlap shapes from small to large (small in front). Place copy type is created, the offset should be at least 1/4".

Type is placed consistently around visuals. If a moving path of type is created, the offset should be at least 1/4".

Guidelines:

Design elements may be balanced formally or informally. At a glance, the eye is different from a word's meaning. Always relate the amount of time the viewer spends looking at the elements to the amount of time the reader spends reading. Space is finite in a layout. The complexity of a layout is

Organizational

Organization:

Surfaces are rectangular. Choosing relative sizes is important. Here give visual significance to design elements. Most designed relative sizes of objects, overlapping, and blocks of type.
Line:
- Lines connect subordinate points of a main idea and direct the viewer to progress in a specific sequence.

Color:
- "To color or not to color" is always a design choice. Black and white offer the greatest contrast. But the eye holds color in memory longer than black, white or any grayed halftones. Humans psychologically respond to color and color combinations. Color always suggests mood.
  - Red - energetic and inflammatory. It has highest contrast when placed on black or green.
  - Yellow - illuminating and the color of learning. It has highest contrast when placed on blue - it can then be read at great distance.
  - Green - organic and calming. It is neither warm or cool. And it has greatest contrast when placed with red.
  - Blue - passive and clean. When placed on yellow (to yellow green) it can be read at great distance.
  - Violet - introspective and mysterious
  - Gold - warm
  - Silver - must be near a warm color to be 'felt' as a positive color!

Shape:
- Repeated shapes provide a strong link between design elements.
- Type can be arranged in shapes too.

No color is a bad color, but some color combinations may be inappropriate, ugly or downright noxious!
Layout & Design Guidelines

Background Information

1. Use the KISS Principle

2. Use arrows or overlapping elements

3. Keep all information focused on one main topic

4. Divide the space so documents

5. Achieve harmony within a

Unity

Spacing

- Justified

- Full

- Narrow

- Medium

- Wide

Margins

Each line of letters and words has even left and right

This type is centered.

- Imaginary left vertical margin.

Each line of letters & words is placed against and

This type is flush left.

- Imaginary right vertical margin.

Each line of letters & words is placed against and

This type is flush right.

- Imaginary left vertical margin.

Each line of letters & words is placed against and

This type is flush right.

- Imaginary right vertical margin.

Each line of letters & words is placed against and

This type is flush left.

- Type

How Can Letters Be Aligned?