

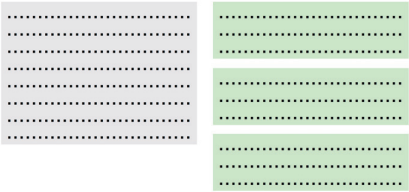
DESIGN: LAYOUT

The importance of layout

Layout is the geometrical arrangement of elements in a printed document. It is the composition of text and images and has been described as the architecture of the page. You can use it to your advantage.

Use the white space

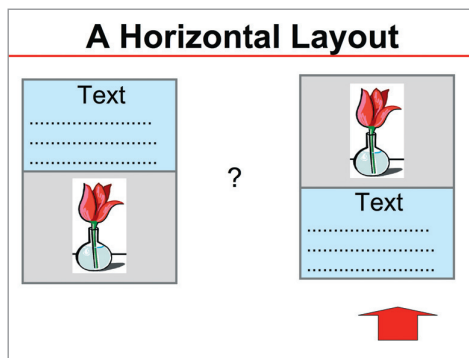
Vacant Lines



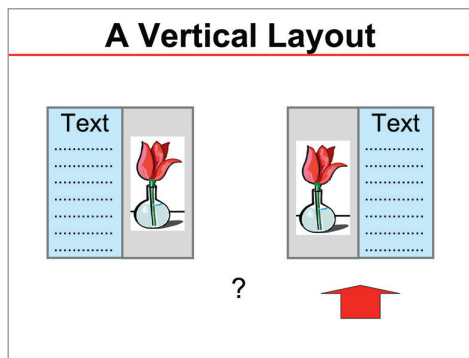
... between paragraphs
increase readership by 12%

Vacant lines between your paragraphs help structure the text blocks. You increase readership by creating several short sections. Try to introduce a vacant line after every three to five lines of text. Think about the value of the white space on the page, as well as the text itself.

How to combine pictures and text



If you use an attention-grabbing element such as a picture in the bottom half of the page, it will draw the reader's eye towards that part of the page, too. The reader often will not return to the text. Normally text works more effectively if set below the picture.



If you use an attention-grabbing element such as a picture in the right-hand side of the page, it will draw the reader's eye toward the right margin of the page. Remember the majority of languages are read from left to right, so put your picture on the left and the text on the right. The layout on double pages follows special rules, for example people should always look toward the centre.

Put key elements in key spots

Precious Space

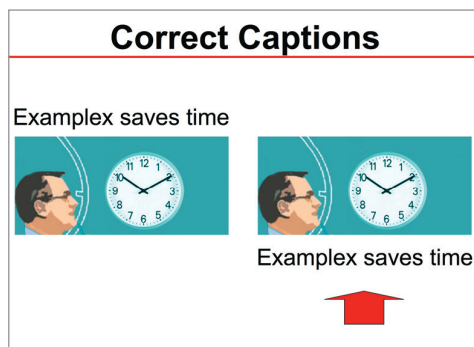
Which are the **first** and which are the **second** elements to be read in a piece?

| | |
|----------------------------|--------------------------|
| Headline | 1 |
| First words of copy | <input type="checkbox"/> |
| Last words of copy | <input type="checkbox"/> |
| Words underneath the photo | 2 |

In the layout of the page, where are the words to be read first and where are the words to be read second?

Usually the reader starts with the headline, followed by the words underneath the picture. These spots are precious in any piece. Don't waste them with descriptions of little relevance. Use these two places to plant your key messages.

Use captions with care

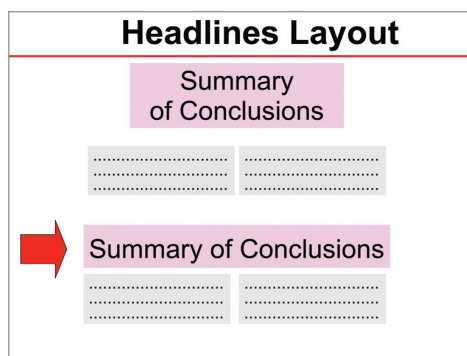


Here are two examples: the one on the right is more effective than the one on the left. The message 'Exampless saves time' should be put below the picture, where it is most likely to be read. You will find the captions printed underneath images in newspapers. Pictures should always be accompanied by a caption! Make use of the space underneath the picture to place your most important message.

| Dos and Don'ts for Captions | |
|------------------------------------|-----------------------------|
| Don'ts | Dos |
| Text above or inside the picture | Text underneath the picture |
| No relationship to picture | Relationship to picture |
| Text of minor importance | Part of main message |

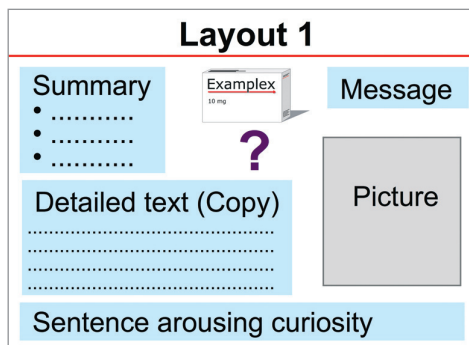
Avoid the pitfall of putting text above or inside the frame of a picture and avoid text that simply states the obvious. Make sure your main message is placed underneath and is directly relevant to the picture. If the text and picture don't match, find a more appropriate picture.

Stretch your headlines

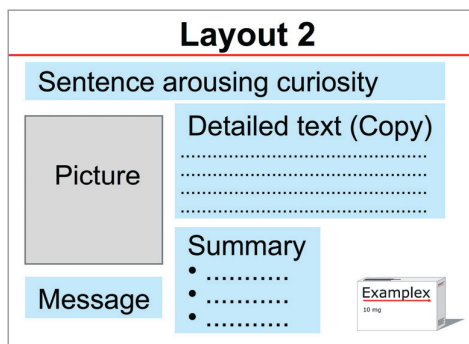


Research in direct-response marketing has shown the most effective way to achieve response with a 'guarantee' statement is to stretch it across the page. This form of layout exudes more confidence. If you apply this concept to the 'Conclusions', 'Key Points' or 'Executive Summary' sections of your document, you are better off making the layout of the headline wider than taller.

Work and rework your layout

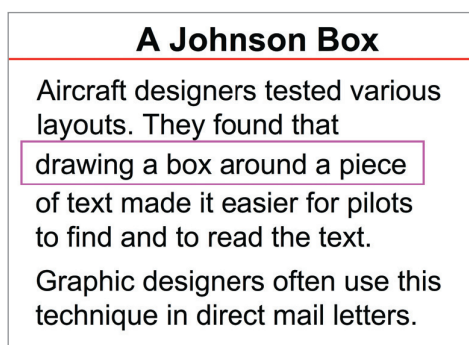


This example combines many of the pitfalls we discussed in the previous sections. The summary should be moved to the right. The picture and detailed text should be switched around. The message could be placed underneath the picture. The teaser sentence becomes the headline. The image of the package should be moved to the bottom right-hand corner.



Here is an example of an improved layout. Bear in mind that there are many different ways of achieving impact with layout. Follow your branding guidelines. If you don't have them, develop several versions, test them and choose the format that works best for you. Then stick to it.

Make use of a Johnson Box



Drawing a frame around a piece of text will invariably draw the reader's attention to the framed text. As with most text design features, you need to use it sparingly to achieve the greatest effect.