

J202

Culver

Tip Sheet: Print Layout

Week 8

The key to effective design — whether for magazines, newspapers, brochures or online — is to organize a page that readers can use. Good design draws readers to your writing, helps them find content quickly and enhances their experience with your product. Here are some things to do and not do when designing:

Do

- organize the page
 - main art
 - linked elements
 - elements move eye through page
- ensure readability
 - simple, clean design
 - picture content easy to digest
 - picture size big enough
 - bold headlines (often sans serif)
 - legible text (often serif)
 - appropriate font sizes (e.g., 10 to 11 point for body copy)
 - appropriate leading
 - text column widths between 1.75" and 3.25"
- match content, art and type
 - display type only if it fits
 - designs serve goal and audience
 - related elements in coordinating rectangles
- provide contrast and variety
 - differing rectangles for differing elements
 - vertical and horizontal photos
 - vertical and horizontal stories
 - conservative spot color to highlight elements
- be consistent
 - 2 to 3 fonts total in publication
 - consistent headers and footers
 - consistent font size and leading
 - consistent added elements (e.g., bylines)
- add elements to draw attention
 - subheads
 - quote boxes
 - info graphics
 - additional reference boxes
- use white space
 - added emphasis to elements
 - balance between elements
 - impact of single element
- remember the writing

Don't

- create gray pages
 - long blocks of text with no break
 - large, meaningless photos
 - info graphics that say nothing
- clutter pages
 - too many colors
 - too many rules
 - too many elements
 - lines of text competing with art
 - four small pictures instead of one large and one or two small
 - too many competing messages (especially in advertising)
- crowd pages
 - every inch of white space used
 - margins too narrow
 - gutters too narrow
 - text run small to fit space
 - photos run small to fit space
- use clichés
 - headline writing
 - clip art
 - overall design
- overuse fonts and display type
 - too many different fonts in publication
 - overreaching creativity in font use
 - display fonts don't fit audience and goal
 - display type on all stories, not just key pieces
- interfere with your message
 - full story as light type on dark background
 - story over faded photo or textured background
 - silly clip art
 - multiple headlines
 - dead headlines
 - quote boxes with boring quotes
 - purposeless color
 - emphasis on art, not content