

# DESIGN & LAYOUT



## 1. INCLUDE A DOMINANT PHOTO OR COPY

- should be the most important or interesting item and should grab attention
- techniques include: close cropping images, special effects, spot colour, isolation

## 2. PLACE PHOTOS TO STIMULATE READER INTEREST

- use different sizes and shapes
- vary the dominant photo from one spread to another

#### 3. LINK ITEMS TOGETHER

- create horizontal eyelines that carry the eye across the double-page spread
- link items together through visuals and copy
- use columns to structure elements on the spread

### 4. INCLUDE SECONDARY CONTENT

- content that supports the main topic
- techniques include: student quotes and images, interesting facts, surveys

### 5. PLACE COPY EFFECTIVELY

- story and headlines operate as a single unit
- use captions for all photos and align them with the photos they support
- use fonts that tie in with the theme

#### 6. EFFECTIVE USE OF WHITE SPACE

- creates a balance on the page
- effective white space draws attention to deserving content
- keep spacing consistent between elements
- plan carefully so that it looks intended

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