Application: *Layout*

Style

Treatment

Position

Use of type in layout

- Must fit and support the content
  - Organization
  - Visual appeal
    - Style
    - Treatment
    - Position

Style, Treatment, Position

STYLE

- Font (also known as typeface or lettering)

TREATMENT

- Size
- Effects

POSITION

- On page
- Relevant to images and other things
- Alignment

Treatment

SIZE

Treatment: Size = Importance

- Headline
  - Subhead
    - Supporting info
      - See how it gets smaller?
        - Size helps ORGANIZE and give visual clues to reader

Treatment: Size

Masthead/Banner
• The title of what we're looking at
• Special style, too!

Headline
• Focuses audience on what to expect in this document

Subhead
• Smaller headline starts to break down info, organize it for us
• Might have multiple "subhead" styles in a document
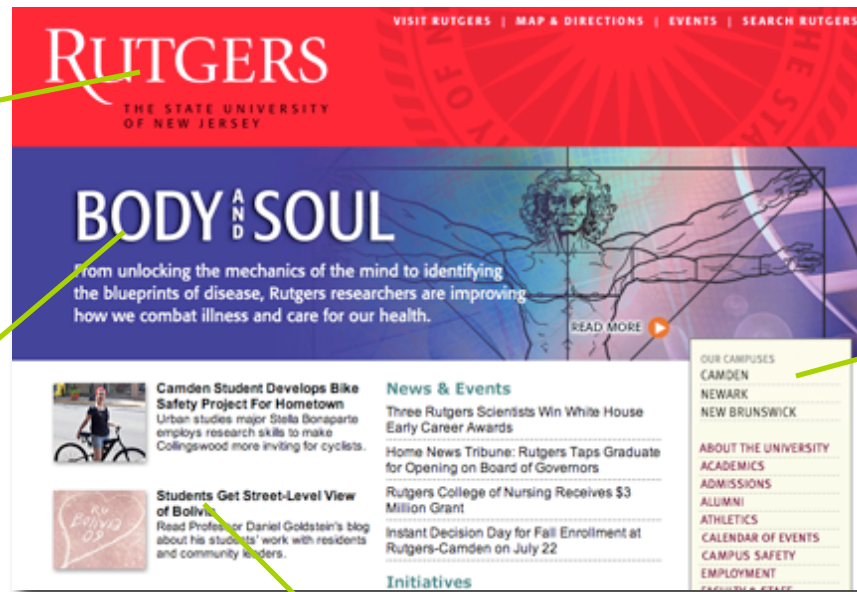
PRINT DOCUMENTS: Gourmet Magazine

Treatment: Size

Masthead/Banner
- The title of what we're looking at
- Special style, too!

Headline
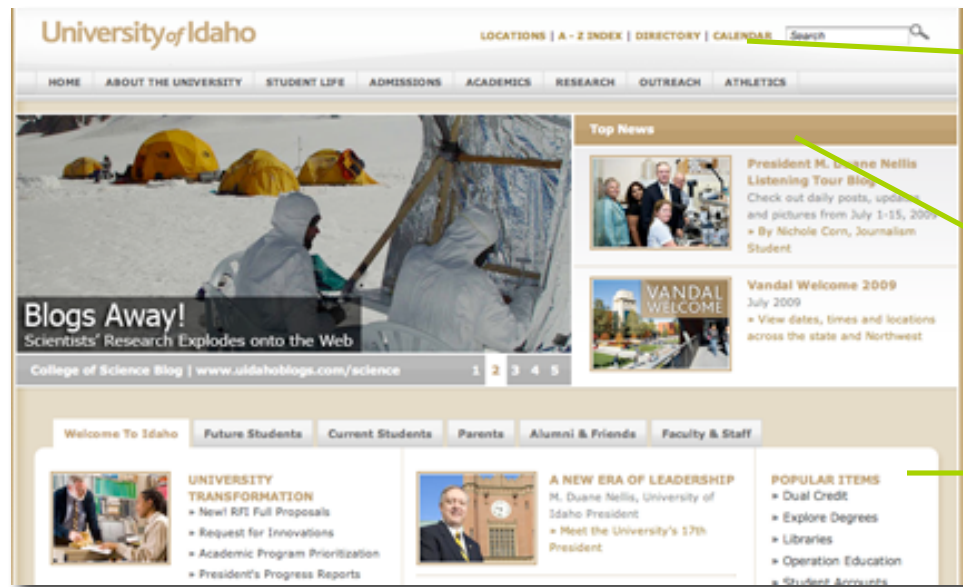- Does this compete with the masthead?

Small text organized in columns and sections

Subhead and small sections of text

ONLINE: Rutgers University website

Treatment: Effects

Color is repeated to keep design unified yet still create separate sections

White text against color background stands out

Type treatments like Bold, ALL CAPS grab attention

ONLINE: University of Idaho website

Treatment: Effects

- Commonly used:
  - Weight, such as **Bold**
  - *Italic*
  - <u>Underline</u>
  - ALL CAPS
  - Outline

Print versus Online design

- Websites usually have a lot of information AND they need to be able to direct you to navigate through the site
- Online design often relies more on tables, grids, and other organizers to direct the viewer

KEY TOPIC

Explored further in later lessons

Position

Image from www.softalize.com

Position

What did you notice first?

Did your eye move along the swirly lines?

Do the darker colored areas seem to pop out or have more visual weight?

Image from www.softalize.com

Position: On page

- We tend to "read" from top left
  - To the right
  - And down

- We skim information quickly
  - Then go back and re-examine the info if it interests us

Life magazine from www.vintageseattle.org

Position: On page

Navigation along top left or left side

Product info and lots of images up top

Text aligned to left

Headline for this section at LEFT of image

Position: Relevant to other things

- In relation to images
  - Floats over images
  - Wraps around
  - Stands alone

Position: Relevant to other things

- In relation to images
  - Floats over images
  - Wraps around
  - Stands alone

www.yelladog.co.uk

Position: Alignment
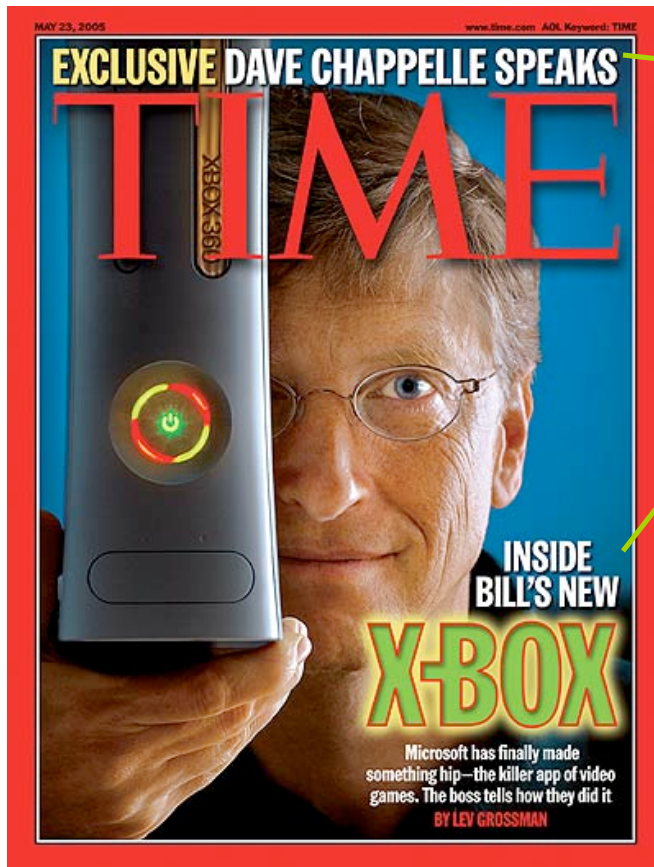
- Centered
  - On page
  - Or in section

Position: Alignment

Disney brochure

- Left or right
    - Left aligned is most often used
    - Easiest to read

Position: Alignment

- Custom
  - Vertical
  - At an angle
  - Along a line or shape

www.softalize.com

Graphic design is

images + text + composition + format

Text is an important part of the layout process