PAGE LAYOUT IN GRAPHIC DESIGN

Where do you start when you want to create an attractive and effective design?
Aims & Outcomes for this week:

- **Aims**: To understand the three main page layout conventions used in graphic design and how they are used in effective visual communication.

- To be able to effectively implement all three of the page layout conventions of graphic design, in order to support the design process.

- To create a number of visual response designs using different page layout conventions, along with a range of the principles explored in the last two weeks.

- **Outcomes**: You will research the layout conventions of graphic design, explore how they work through experimental research, and create designs using all three page layout types.
Where do I Start?
Layout Conventions:

- Rule of thirds
- Modular Grids
- Golden Ratio
Research:

• Using the Internet, library, course website, and other sources, research the following page layout conventions and explain what they are, how they are used, how they are constructed, and how they support the design process:
  • Rule of thirds
  • Modular grids
  • Golden ratio

• Use a wide range of examples to support your findings, and add these to your sketchbook and annotate.
  • Don’t forget to discuss how you might use them in your own design and how they might support you in the production of your work.
Experimentation:

1. Create your own examples of each of the layout conventions using your research to support you (do not add content to them at the moment).
   - Using screen shots add these to your sketchbook with annotation.

2. Using the elements of graphic design; line, shape, space, texture, & colour, you must create at least three examples of the use of each of the layout conventions.
   - Add these to your sketchbook with annotation.
Designs:

- You must create at least three designs on the themes given.
  - You should use a different layout convention for each of your three designs; rule of thirds, modular grids, golden ratio, and a different theme.
  - You should use the elements and principles of graphic design explored so far.
  - You should try to embed further principles from the list provided.
  - You may plan out your ideas on paper before you start.

Themes:
- Typography
- Distressed
- Rhythm
- Pattern
- Repetition

Elements:
- Line
- Shape
- Space
- Texture
- Colour
- Text

Principles you must use:
- Hierarchy
- Visual direction
- Balance

Try to embed some of the other principles:
- Alignment
- Repetition
- Rhythm
- Pattern
- Movement
- Emphasis
- Proportion
- Variety
- Unity
- Contrast
PAGE LAYOUT CONVENTIONS

Composition - Where to start on a page...
RULE OF THIRDS
Task 1 – analyse the image:

• Using the describe, reflect, formally analyse model; discuss the images provided.

• There is one overriding visual rule in all images what is it?
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Layout Conventions:

Rule of thirds

Modular Grids

Golden Ratio
Where to start: Rule of Thirds

Truly elegant design incorporates top-notch functionality into a simple, uncluttered form.

— David Lewis
Bang & Olufsen
designer
Where to Start

- Rule of thirds
Eye scanning and the rule of thirds

41%  
20%  
25%  
14%
MODULAR GRIDS

Breaking up the page and managing design structure
What is a Modular Grid?

• Grids are used within design to break up the page into manageable chunks for the viewer to follow the design and be lead through the content.
Modular Grid Layout:

• How is the grid working here?
Modular Grids:

• Can you see the grid?

• What does it bring to the design?
Task 1 – analyse the image:

• Using the describe, reflect, formally analyse model; discuss the images provided.

• What are the benefits to the reader of using this type of grid?

• What words come to mind when looking at this design?
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The Benefits of Modular Grids:

• A guide for positioning content
• Break up the page in order to support comprehension
• Create a more pleasing composition
• Create an entry point in the design
• Give a sense of structure in the design
• Help in leading the viewer through the composition
• Support the hierarchy of the elements of the design
GOLDEN RATIO

1.618
Golden Ratio
Divide the longest edge by 1.618 each time

Add an arc as shown across each square
Different ways to apply the golden ratio
Layout – Set Your Dimensions With The Golden Ratio

• Consider the Golden Ratio a useful guideline for determining dimensions of layout. One very simple way to apply the Golden Ratio is to set your dimensions to 1:1.618.
Spacing – Layout with the Golden Ratio Diagram

- Determining the spacing of elements can be a rather time-consuming affair; instead, start with the Golden Ratio diagram and let the squares guide where you place each element. This will ensure your spacing and proportions are calculated, rather than ‘instinctual’.

- Plus, if you’re dealing with several elements, you can layer several Golden Ratio diagrams in order to continue consistent proportions throughout your design.
Content – Trace the Golden Spiral

• The Golden Spiral can be used as a guide to determine the placement of content.

• Our eye is naturally drawn to the center of the spiral, which is where it will look for details, so focus your design on the center of the spiral and place areas of visual interest within the spiral.
Images – Golden Ratio (or Rule of Thirds)

• The Golden Ratio can help create a composition that will draw the eyes to the important elements of a photo or design.

• Using the Golden Ratio, you split the picture into three unequal sections then use the lines and intersections to compose the picture.
Forms – Golden Circles

• Just like the Golden Ratio can be harnessed to create squares and rectangles that are in harmonious proportion to each other, it can also be applied to create circles.

• A perfect circle in each square of the diagram will follow the 1:1.618 ratio with the circle in the adjacent square.

• Using the Golden Circles will create not only harmony and proportion, but also consistency throughout form. Let’s go back to Pepsi and Twitter here.