

Graphic Design Two

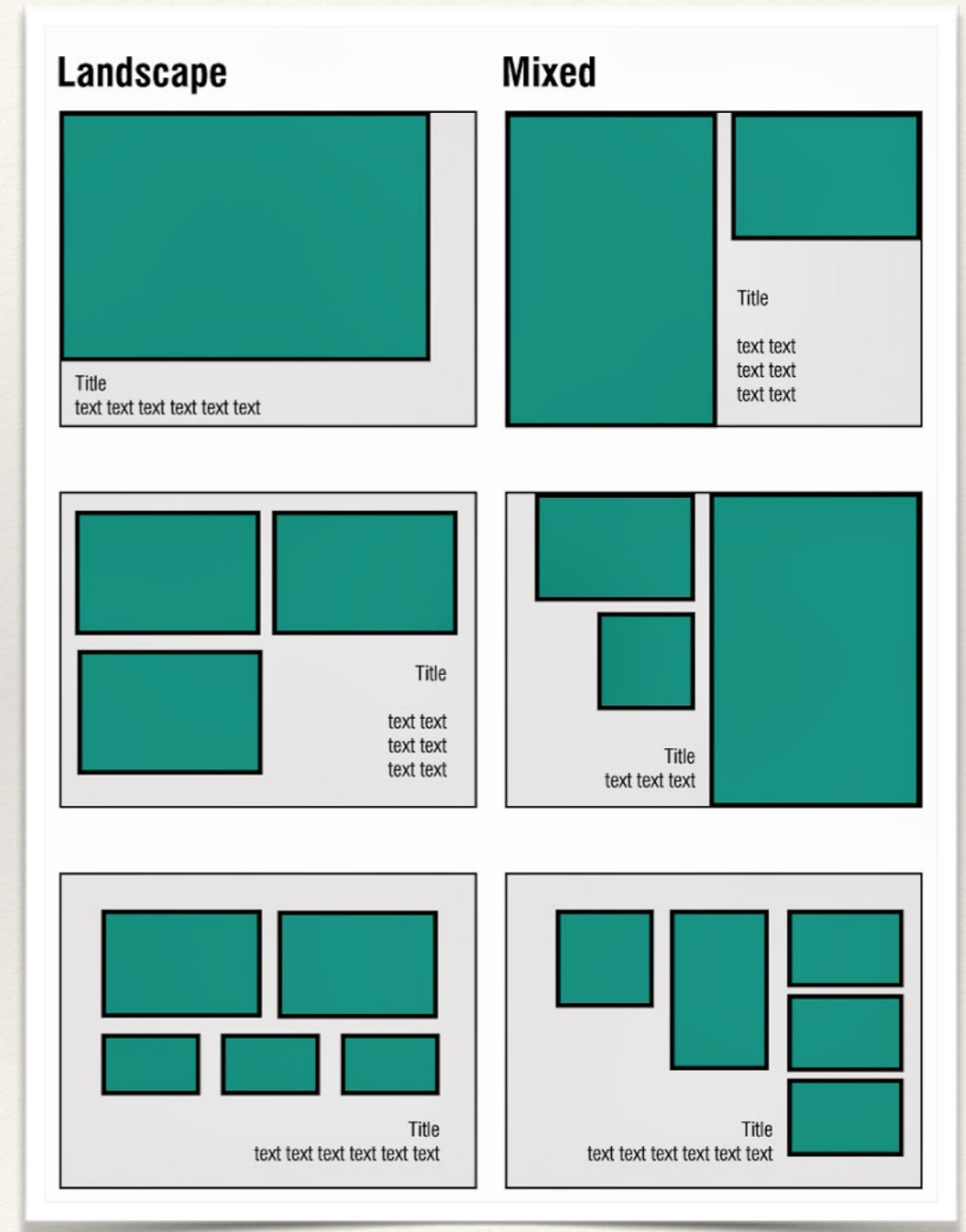
Using Grids in Page Layout Design

Mr. Galins

CLO: We are applying our understanding of the 10 design principles creating a page layout design using Adobe InDesign.

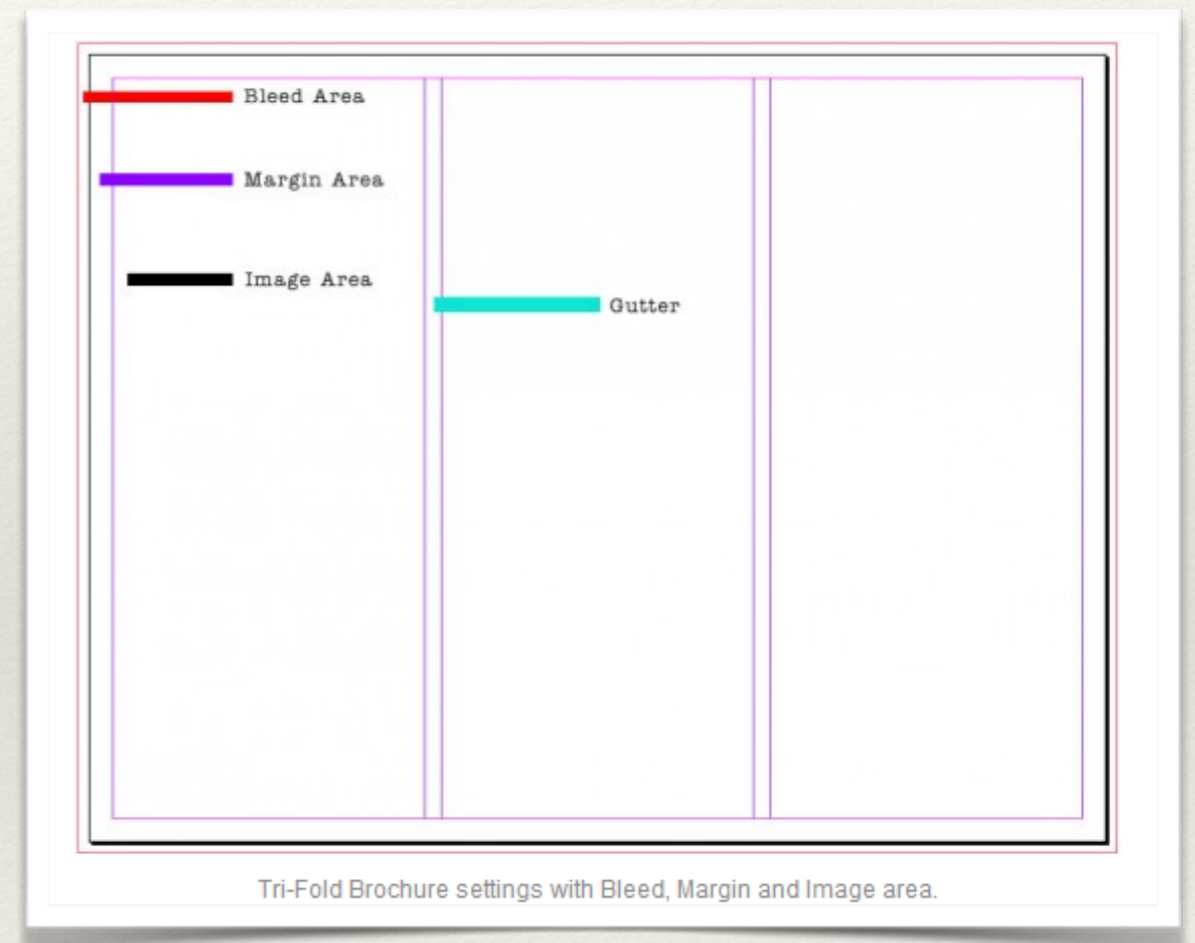
Using Grids in Page Layout Design

- ❖ The grid system in graphic design is a way of organizing content on a page, using any combination of margins, guides, rows and columns.



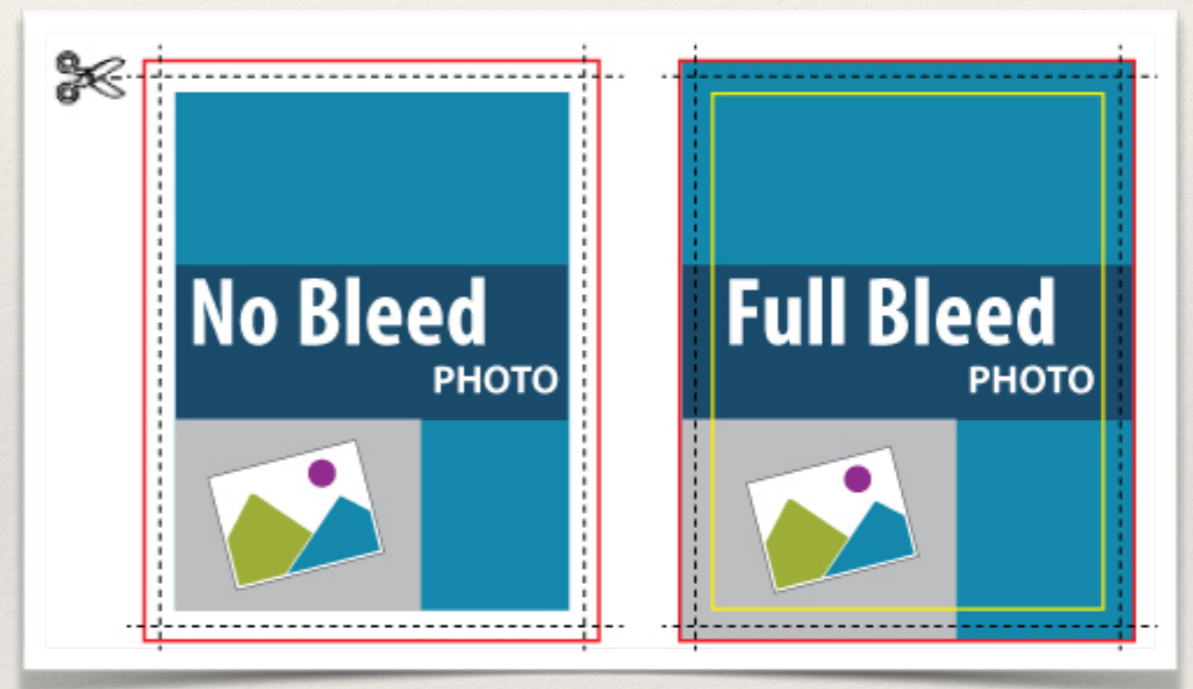
Margins

- ❖ **The Margins** are the spaces we leave between the important elements of our design and the cut line. We need to make sure we leave space since cutting is not an exact science, and this can bring some errors on our final product.



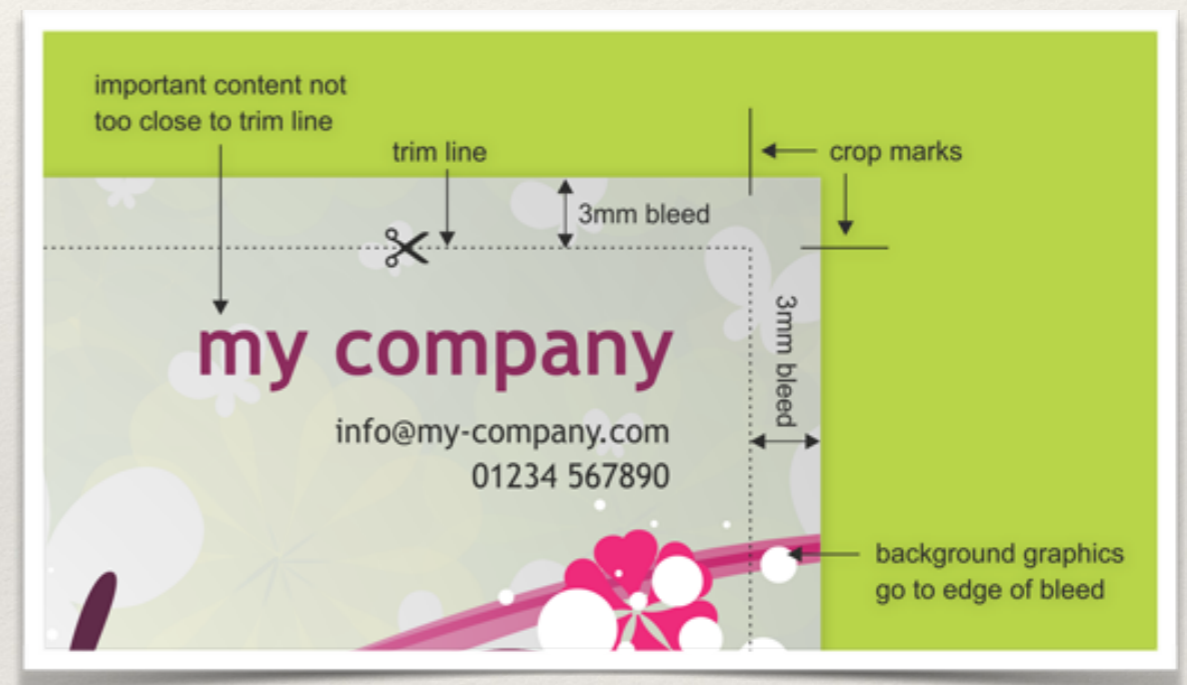
Bleeds

- ❖ **The Bleed** area consists of anything that goes beyond our Margins and Trim Marks. The reason we need to do this to make sure we don't have any blanks in our borders.



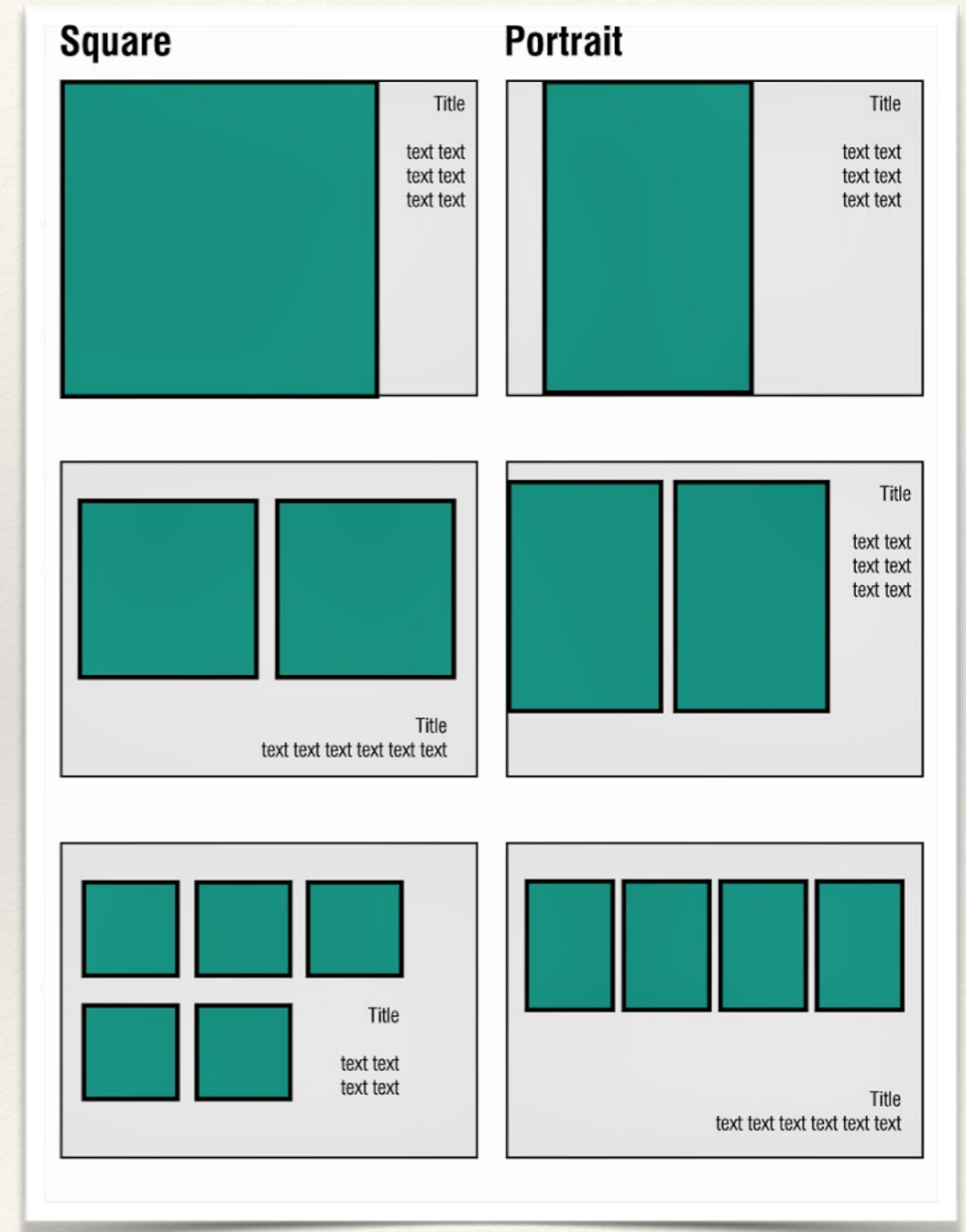
Trim Marks/Crop Marks

- ❖ **The Trim/Crop Marks** are basically the guides you provide to the printer on where to cut our design. You need to place both vertical and horizontal marks to make sure the cutting process is done correctly.



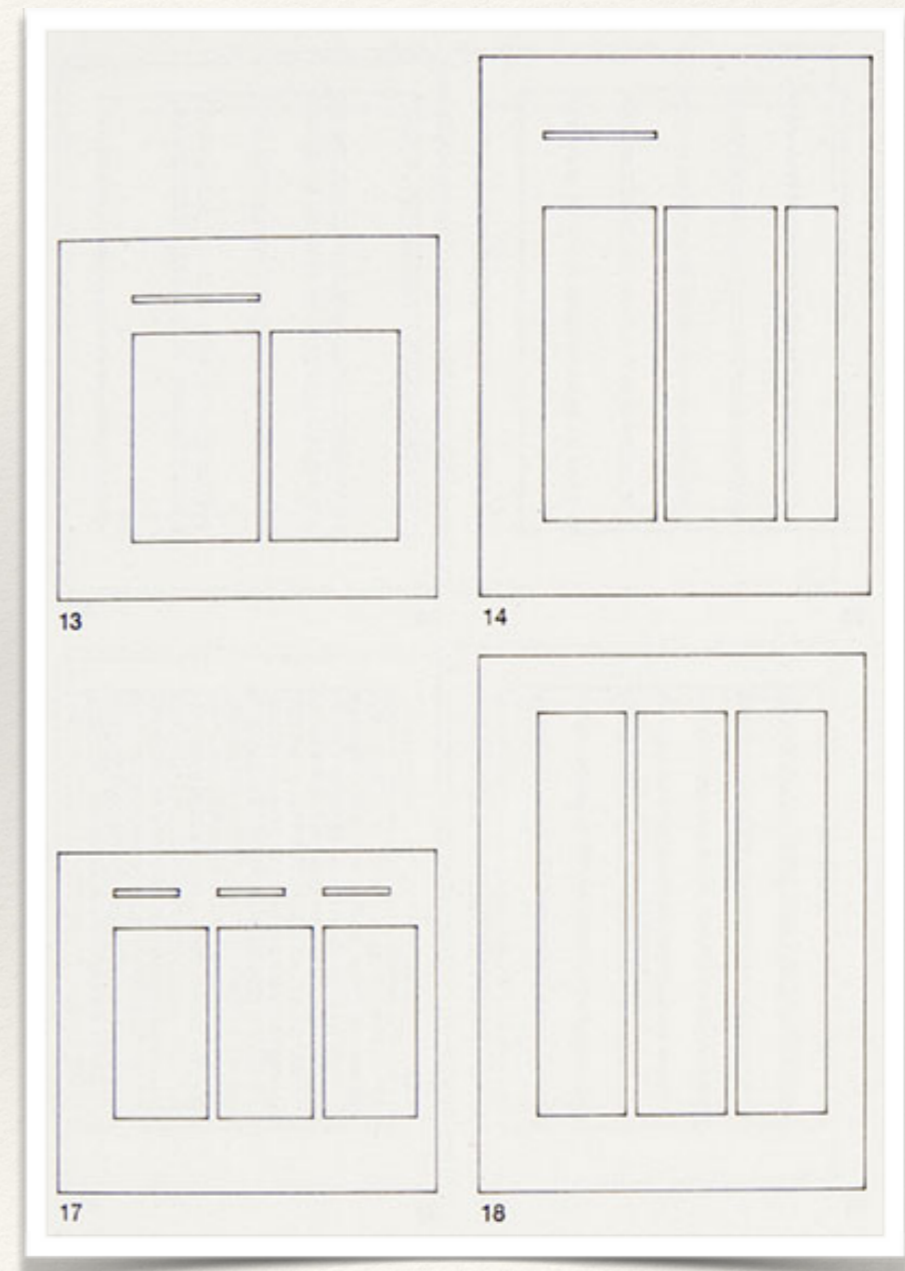
Using Grids in Page Layout Design

- ❖ It is commonly seen in newspaper and magazine layout with columns of text and images.



Using Grids in Page Layout Design

- ❖ One grid, or a collection of grids, may be used across an entire project to achieve a consistent look and feel.



Using Grids in Page Layout Design

❖ In a finished product, the grid is invisible, but following it helps in creating successful print and web layouts.

❖ How many columns in this layout?

What is Page Layout Design?

❖ Page layout is the term used to describe how each page of your document will appear when it is printed.

Anatomy of a Page Layout

- ❖ **Headline**
- ❖ **Intro**
- ❖ **Body Copy**
- ❖ **Pull Quote**
- ❖ **Subheads**
- ❖ **Folio**
- ❖ **Credits**
- ❖ **Image Caption**

The diagram illustrates the layout of a page with the following elements labeled:

- running head**: A red bar at the top left containing the text "RUNNING HEAD".
- credits**: A small line of text below the running head: "TEXT Nikola Mileta PHOTO Screenshot".
- headline**: The main title "Elements of a page" in a large, bold, black font.
- intro/kicker**: A short introductory paragraph below the headline.
- image caption**: A photograph of a woman with blonde hair holding a bouquet of white daisies, with a caption below it: "Subhead, pull quote, image caption, byline".
- body copy**: The main text of the article, consisting of several paragraphs.
- pull quote**: A large, stylized quote in a rounded box: "Ollaut il inctaquei blabo. Nam et rescillatur, consequi odisto dunt od que eum, volores totasitaque pa de omnia dolo et et lates int la commis endit, sint dollendest quae omnis ium undisimus, omnissi comnihi litatis pro officii rescillabo. Am, quodigent odis eum voloribusNam ut aut eaqui berum".
- subheads**: Several smaller sub-headers within the body copy.
- follio**: A small number "24" in the bottom left corner.
- byline**: The text "Magazine Design" in the bottom left corner.

What is Page Layout Design?

- ❖ Id the headline...
- ❖ Id the body copy...
- ❖ Id the subheads...
- ❖ Id the intro...

Your Turn and I will show you...

Open InDesign

Open InDesign

- ❖ Launch it from your docket or LaunchPad (rocket)

