

Layout Terms

Look at this example of a pictogram graph. One of the reasons it is so effective is because it makes good use of layout techniques used by graphic designers. To understand effective layout techniques we must understand the following terms

1. Grids/ and snap to grid

The grid in this example is made up of 10 columns (rectangles running up and down the way) and 7 rows (rectangles running across the way). Notice how the columns of Smarties fit into a single column and the title 'Smarties' fits into 2 rows). This shows effective use of the grid. **Snap to grid** has been used to ensure the Smarties are lined up

2. Margins

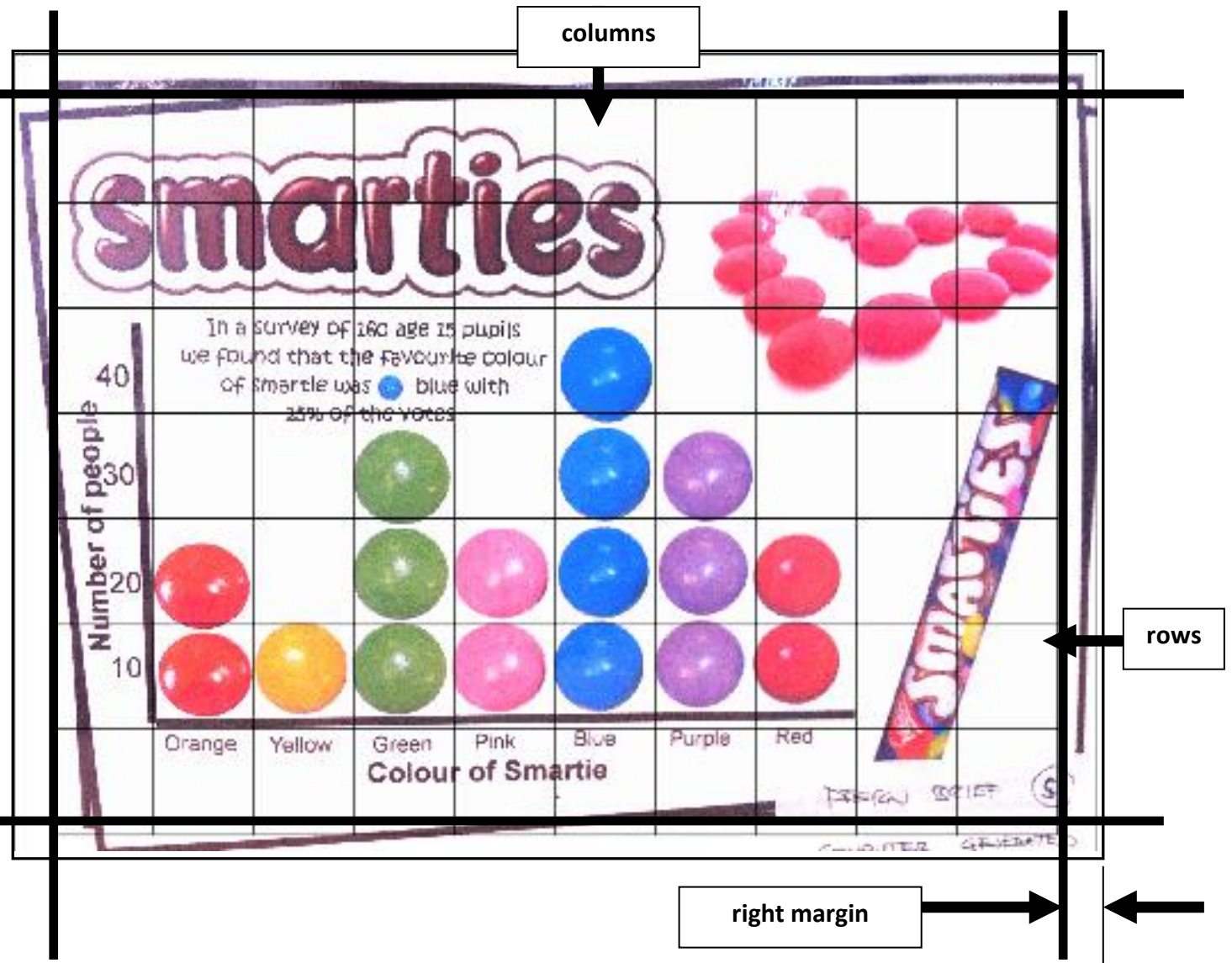
The thick black lines indicate the margins. Margins are . In this example the margin has been used differently because the rectangle creating the border has been rotated slightly. This adds interest to the design.

3. Gutters

gutters are not shown in the graph but you should know that they are **gaps between columns of text** in a magazine or newspaper

4. Alignment (refer also to section on Design Elements and Principals)

alignment is shown in the way the Smarties are stacked directly on top of one another. This makes the information look neat and organised.



5. Unity (refer also to section' Design Elements and Principals)

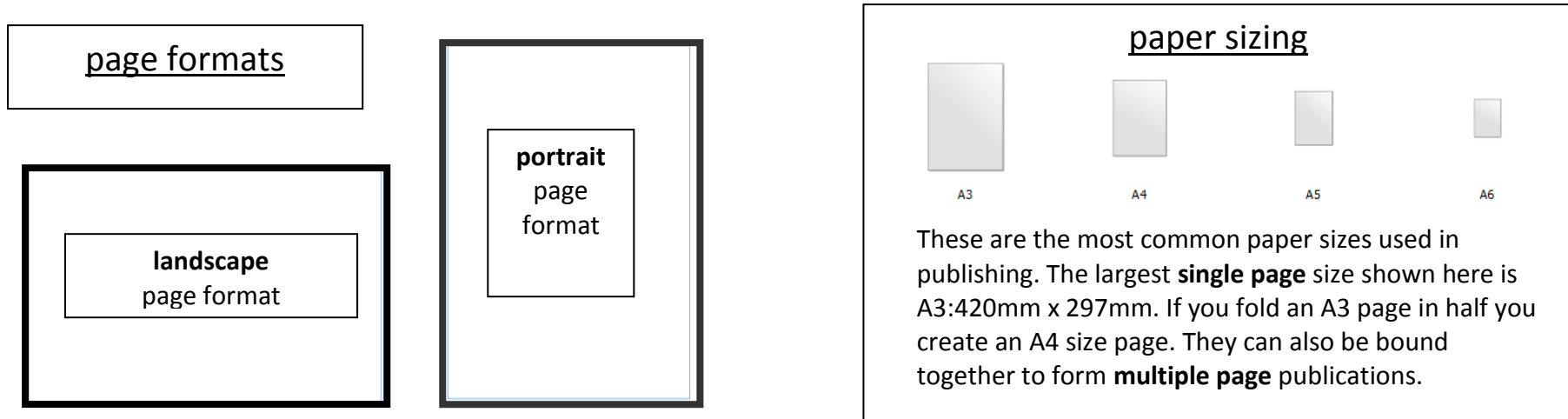
Unity is created in any design by **repeating** the same **colour, shape or feature** in different areas of the page. Unity is created in this graph (previous page) using the different Smartie sweets to create the columns in the graph and by repeating the Smarties logo in the title and the in the Smarties tube graphic. Unity is also created by using the friendly rounded text which ties in with the Smarties text.

6. Depth (refer also to section' Design Elements and Principals)

Depth is used by designers to create a **3D effect on a flat page**. This can be done by using **layers** (features stacked up on top of one another), using a shadow effect around items (drop shadow: see Desk Top Publishing Terms) or using images that indicate one thing is closer than another, e.g. In the graph the heart shaped graphic creates some depth because it is drawn in perspective.

Desk Top Publishing Terms

Some questions in National 4 and 5 will ask you to identify some **features** used in desk top published documents.



copy/cut/paste

just as you would use copy, cut and paste in a word document you can these same commands in desk top publishing packages with both text and graphics.

Look at the magazine page below and consider the number of **desk top features** that can be found on one double page spread

heading

the name of the article in a magazine

Nearly New

Pre-loved gets the GOLD from Mums

by Joanne Dewberry,
Dorset Business Mum of the Year 2010

Speculation is rife about "how much it costs to raise a child". LV= suggests on average parents spend £9,610 a year to feed, clothe and educate each new member of the family. This includes the cost of a nappy but does not take into account loss of earnings for stay at home parents, or reduced working hours. Where does this money go and what can we do to reduce it?

When Charlie (2007) was born we bought EVERYTHING!! By the time Olive (2011) arrived we only purchased a new car-seat and basic stroller, everything else we grabbed along the way from Facebook, car boots and markets.

The second hand market is big business as parents save on nappies, costs, and parents-to-be grab a bargain. "I started Little Pickles Markets after realising how much stuff we had accumulated over the years as I'm sure many other families had too. We offer an easy



way for families to recoup some much needed cash in this financial climate. We will hopefully last the length of time as there will always be a need for second hand goods.

Prices are around 1/3rd of their original value, so affordable even in times of recession!" owner Emma Regan says. As a parent the idea is fab, not only the financial implications but the endless variety and high turnover of stock. With both retail establishments such as pippabelles and markets, like Little Pickles,



Nearly New Shopping

near enough each item is a one of a kind, every visit is unique – not something a high street chain can boast. Put a dent in that £9,610 and make sure you utilise the second hand market to buy and sell your way through the year.

award winning business mum to Charlie 5, Megan 3 and Olive 1. For more information about Joanne's small business help and advice contact Charlie Moo's email to @charliemoos.co.uk www.joannedewberry.co.uk www.charliemoos.co.uk



Models dressed by Twice as Nice Nearly New Sales. All outfits cost less than £3.

Go to page 6 for a list of upcoming sales in our area >>

Twice As Nice!
Nearly New Baby, Maternity & Children's Goods Sales.

- Book a table and turn your clutter into cash!
- Save a fortune with our gently worn designer & high street items!
- For details visit www.2asnice.com

From tots to teens, you'll find everything to kit out your kids. Goody Bags for the first 50 customers plus Cupcakes and Refreshments at every sale. Entry only £1 for adults, children free.



Visit: www.2asnice.com for local events.



Table Hire just £10

or email bournemouth@nearlynew2go.co.uk

annotation

(note distinction between annotation and caption)
usually **manually drawn lines and written text** used to add explanation to diagrams and images.

header

a piece of text that appears at the top of a number of pages in a publication

drop shadow

a small area of shadow around an image or text box that appears to raise the item above the page. often used to emphasise a particular feature

extended text

the main body of text in an article

Photography provided by Signature Photography www.signaturephoto.co.uk 01202 58554



a way to recycle their children's clothes and at the same time earn themselves some money in return.

title

the main piece of text associated with a separate feature

justification

different ways of laying out text

1. fully justified (both edges of text are aligned)
2. left justification (text aligned on the left edge)
3. centre justified (text is aligned in the centre: text creates a symmetrical design)

colour fill

an area of the page with a coloured background

reverse

light coloured text on a black or coloured background

footer

text (usually small in size) at the bottom of a page.

gutter

space between columns of text

text box

an outlined piece of text

Nearly new designer children's clothes & accessories from birth to 10 years old. Home shop based in West Moors, selling quality clothes at approx 1/3rd of the original price. www.facebook.com/pippabelles for further details, opening times etc or contact me on emma@pippabelles.co.uk • 01202 855989 • 07947 587437

Raring 2 go!

thumbnails

small **sketches** that show possible **layouts** for a publication. They are used to **preserve** the designer's ideas and allow **comparisons** between ideas.



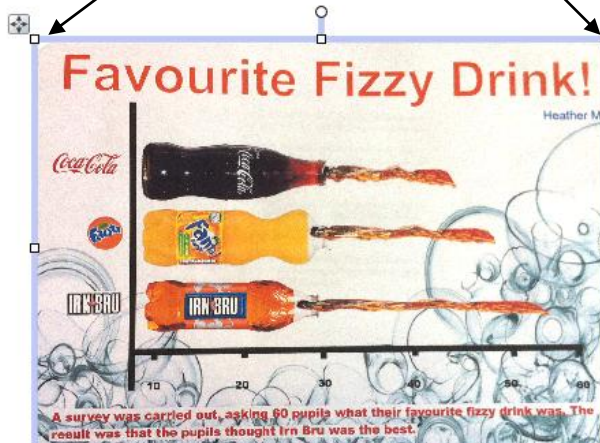
rotate

to **swivel** an item a round a specific point



handles

the **points** around the edge of an image that are used to position scale and manipulate that image.



pictogram 1

cropping

the **removal** of part of an image to change what is inside the picture frame.



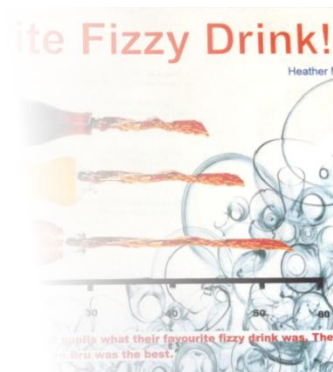
cropped image of pictogram 1

caption

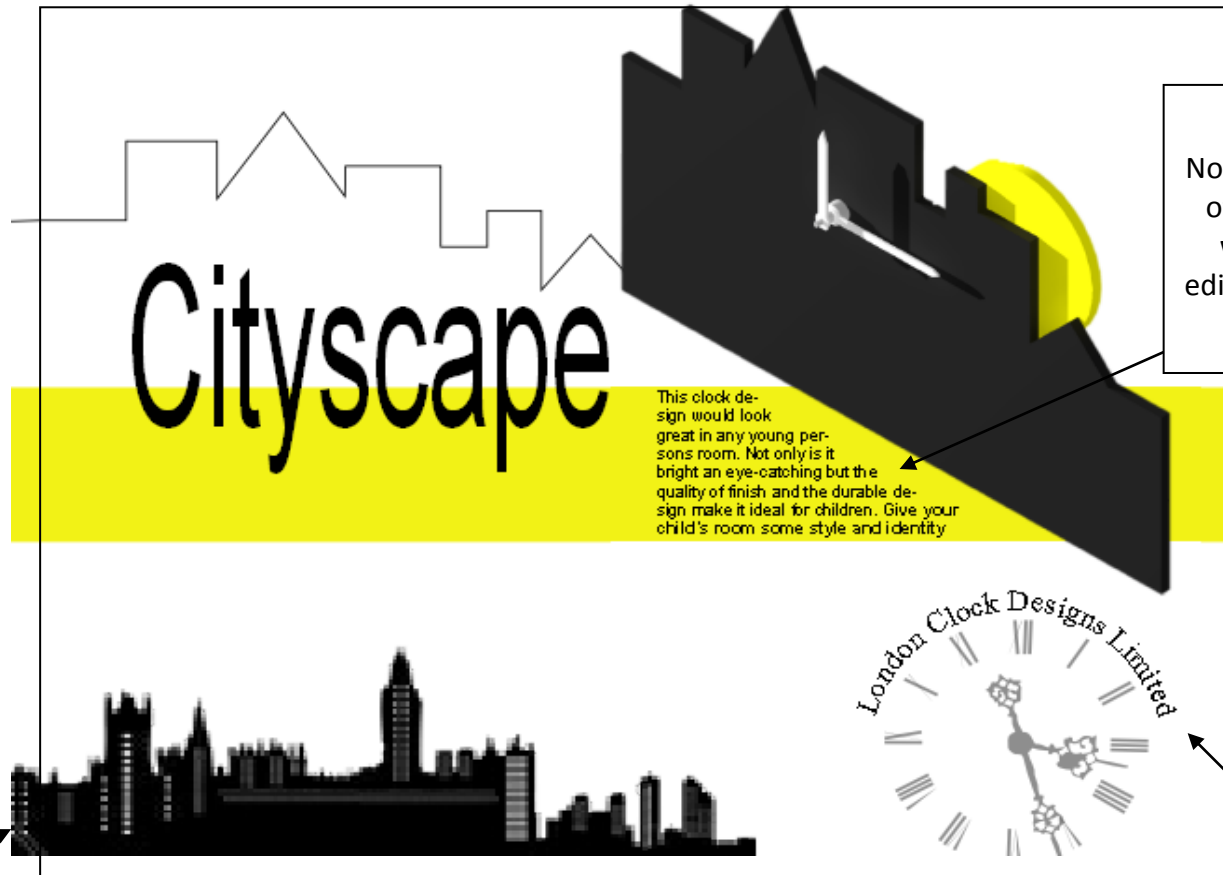
a **piece of text** next to an image to explain its content

transparency

to change an image so you can **see through it** to a greater or lesser extent



Example of a DTP document created in serif page plusx6 (highlighting a few more DTP features)



Text Wrap

Notice how this text follows the edge of the clock. This is known as '**text wrap**'. The wrap settings can be edited so that the text follows closely the profile of any image.

This clock design would look great in any young person's room. Not only is it bright an eye-catching but the quality of finish and the durable design make it ideal for children. Give your child's room some style and identity

Bleed

This image 'bleeds' off the edge of the page. This is known as a '**bleed**'. It is normally but not exclusively applied to images

Text along a path

The name of this clock company follows the edge of the clock face logo. This design feature is called '**text along a path**'