

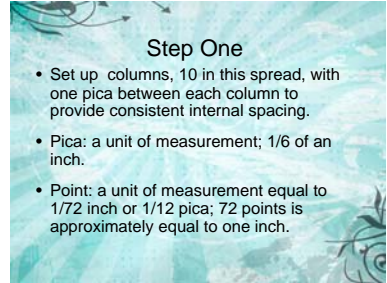


Basic Design



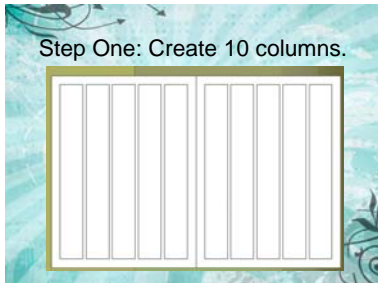
Working On The Basics

Basic Design  
Ten Is A Trend For Great Design

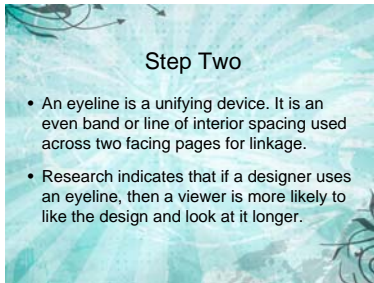


Step One

- Set up columns, 10 in this spread, with one pica between each column to provide consistent internal spacing.
- Pica: a unit of measurement; 1/6 of an inch.
- Point: a unit of measurement equal to 1/72 inch or 1/12 pica; 72 points is approximately equal to one inch.

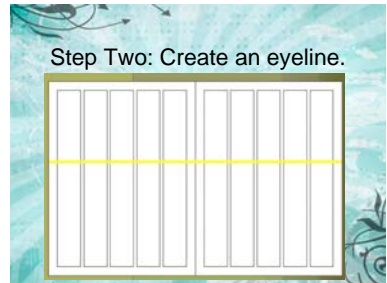


Step One: Create 10 columns.



Step Two

- An eyeline is a unifying device. It is an even band or line of interior spacing used across two facing pages for linkage.
- Research indicates that if a designer uses an eyeline, then a viewer is more likely to like the design and look at it longer.

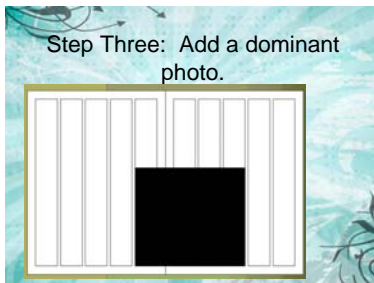


Step Two: Create an eyeline.



Step Three

Place a dominant photograph, which will serve as the focal point for the spread. It should be the largest picture.



Step Three: Add a dominant photo.



Step Four

Continue work on the spread by adding a second photo. Be sure to keep an internal consistent margin. This is the white space separating content element and is usually one pica.

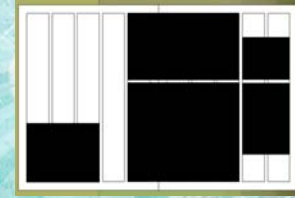
**Step Four:** Add a second photo and keep internal margins consistent.



### Step Five

Complete the spread by adding three more photos. In this example, we will have a total of five photos. The trend today is to have seven to 11 photos per spread. People want to see themselves, and this has increased the number of photos on a spread.

**Step Five:** Add remaining photos. Always start a photo at the beginning of a column and end at a column guide.



### Step Six

Content elements are important to a great design. So we need more than just photos. We also need stories, captions and headlines. After all photos are placed, add a headline and body copy. The headline can be located anywhere on a spread as long as it is next to the story.

**Step Six:** Add a headline, story and secondary coverage (pull quotes) if desired.



### Step Seven

All photos should have captions. Be sure to keep internal margins consistent by placing the captions one pica from the photos.

**Step Seven:** Add five captions and keep them in a singular column.



### Step Eight

Add folios/folio tabs to the bottom corner of each page. They should be no taller than three picas and they should not hinder the design of the page.

**Step Eight:** Add folios and photos. Notice how people are looking to the center of the spread and not off the page.

