



# **VISUAL APPEARANCE OF A PAGE**

**Matthew Boulton College**

## VISUAL APPEARANCE OF A PAGE

### Symmetry

All parts of the design are placed on, or either side of a centre line so that balance is achieved. It is the easiest kind of layout to produce and always gives a satisfactory solution.

### Asymmetry

A centre line is not used and the parts of the design are placed where the designer thinks best. The result may be more dramatic than symmetry, but could also be a total failure. Balance and unbalanced layouts are possible. Colour can be very important in deciding on balance and/or unbalanced layouts.

### Geometric

The measured centre of an area should not be used for the focal point of a design. The object at this point looks too low.

### Optical Centre

The focal point, or most important part of the design, can usually be placed in the optical centre for the best effect. This point is midway between left and right, but a little higher than geometric centre. Television newsreaders are shown in this manner. The eyes, the focal point of the face, are projected on the screen just above geometric centre.

## Symmetry

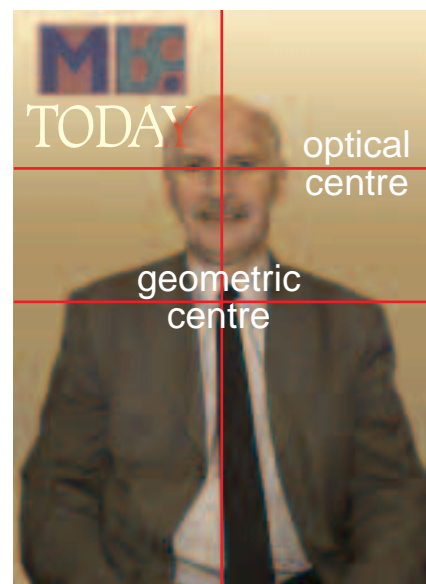
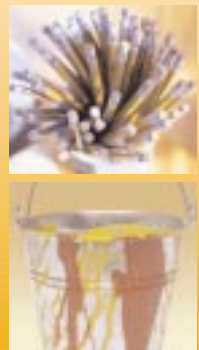
All the parts of the design are placed on, or on either side of a centre line so that *balance* is achieved. It is the easiest kind of layout to produce and always gives a satisfactory solution.



## Asymmetry

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# GRIDS

A method of constructing lines of constant to assist the planning of multi-page publications. The page area should be viewed as a pair of pages to define the margins

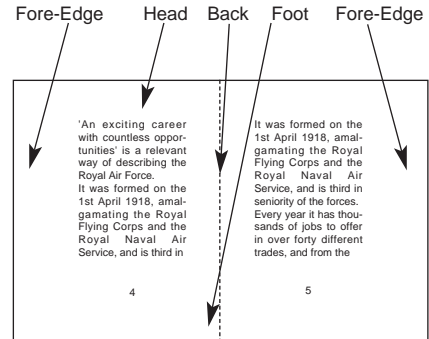
## Book Margins

The following are the ratios for a pair of pages:

Back:	1
Head:	1.5
Fore-Edge:	2
Tail or Foot:	2.5

A single back margin is smaller than fore-edge margin. If the tail margin is smaller than the head, the text will appear to be falling off the page, but can be used with graphics.

Note: With this layout it is sometimes difficult to get 10-12 words on a line without having a large type size, especially on A4 paper.



Book Margins for a Pair of Pages

## Double Column Grid

This grid can be used for economy, because a smaller type size can be used and therefore more type can be fitted onto the page. Easy to manage, can be used for almost any publication, tends to be over used, but can be useful with graphics.

## Single Column With Side Feature

This page layout allows headings, small illustrations, or side notes in the margin so that they can be easily read.

## Triple Column Grid

Can be used in magazine layouts, but also useful for leaflets.

## POINTS TO CONSIDER

Symmetry for stable and restful design.

Asymmetry for dynamic design.

Space in a layout is like rests in music.

Using space is just as important as using bold type or rules.

Headings: make sure there is an hierarchy of headings.

Keep emphasis simple using **bold** and *italic* type.

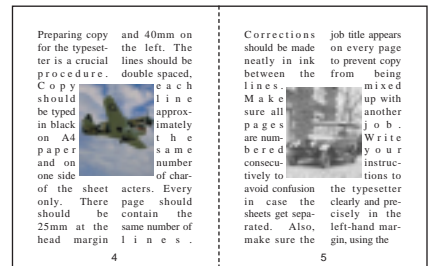
Do not over use it.

Too much emphasis is like someone shouting - no one listens.

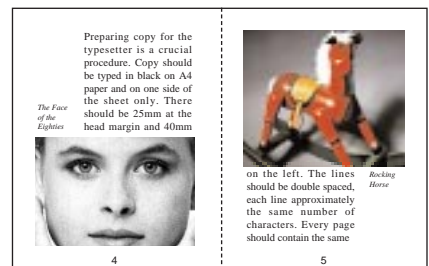
Group small illustrations together.

Keep design simple.

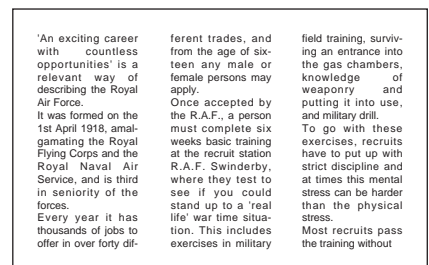
Design is the servant of the reader and writer.



Double Column Grid



Single Column with Side Feature



Triple Column Grid

## **QUESTIONS ON VISUAL APPEARANCE OF A PAGE**

- (1) Which kind of layout is the easiest to produce ?
- (2) Describe asymmetrical layouts ?
- (3) Describe optical centre ?
- (4) Define the term grids when used with page layouts ?
- (5) A hardback book is being produced, give the ratio for the page margins ?
- (6) When producing hardback books which are A4 in size, what problems can be encountered ?
- (7) You have been asked to produce a 6 page leaflet, what grid could be used for the layout of the pages ?