

DYNAMIC LAYOUTS

WHAT GOES ON A PAGE?

Images: photographs, illustrations

Typography: headlines, subheads, pullquotes, body copy

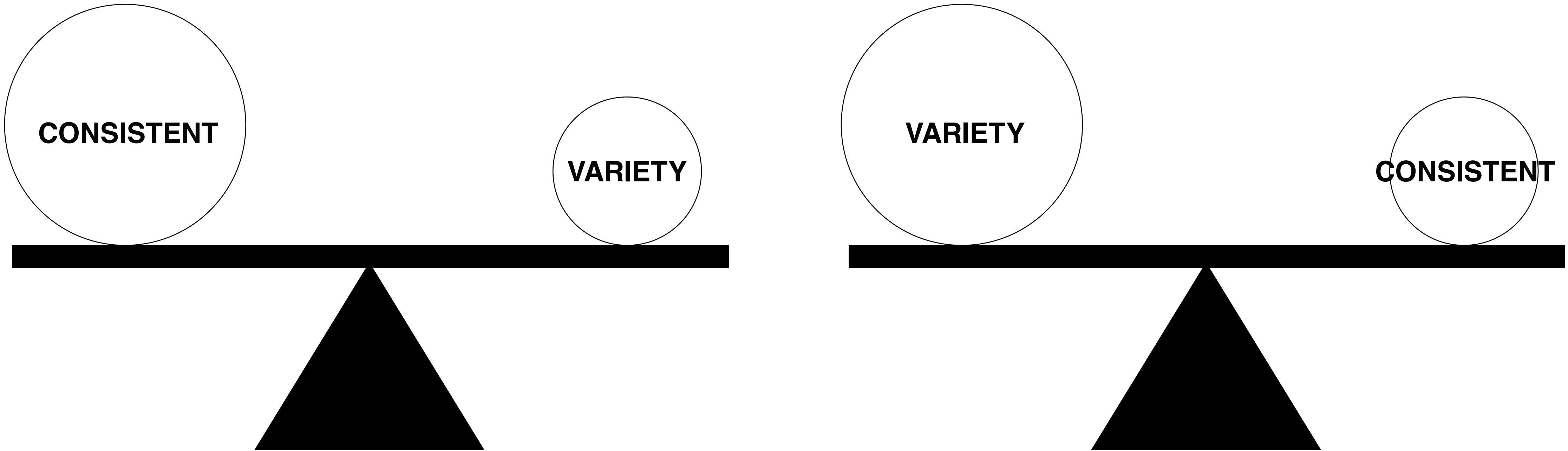
Design elements: rules, shapes, arrows, etc. (Anything part of the layout but not image or type.)

Good layout is about
balancing variety and
consistency.

Too much variety and each page or spread has nothing to do with the previous pages.

Too much consistency and things get really boring.

Every project has its own sweet spot between consistency & variety.

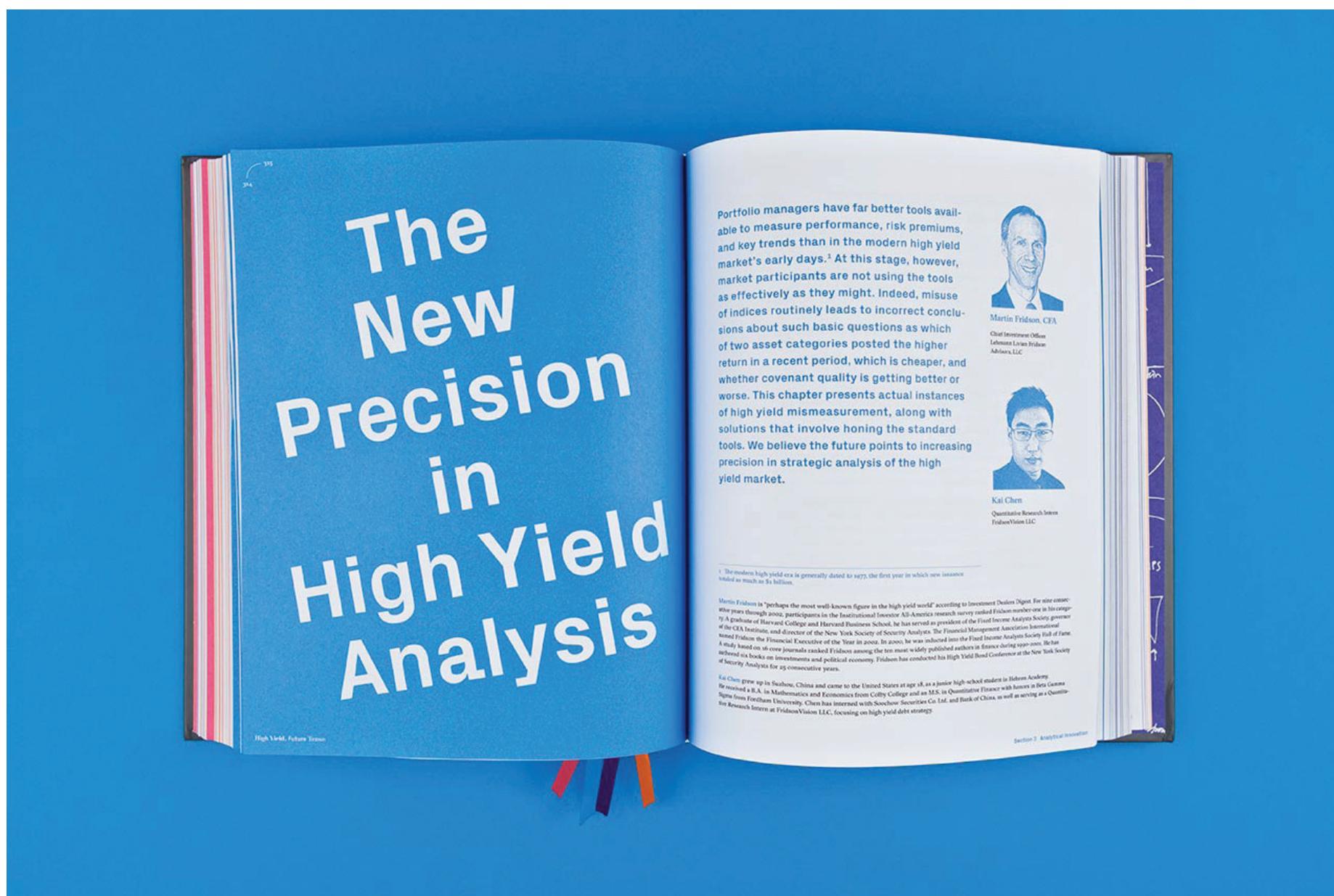


*Instructional and informational materials should
be more consistent.*

Magazines can have more variety

Every project has its own sweet spot
between consistency & variety.





Everything needs a bit of layout variety.

(Except maybe dictionaries)

Ways to add consistency

- Each page uses the same grid.
- Limited typographic palette
- Standardized graphic elements, such as rules, icons, image dimensions, etc.

Ways to add variety

- Varied placements
- Color changes
- Contrast in all varieties: color, size, shape, pace, etc.

TIP:

It is easier to push something too far, be wrong, then scale it back than to be conservative and have to invent things later on.

Bad Examples

(a.k.a what not to do)



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This is bad.

(and my mom can make this in Word)



Better...

...but still boring and bland.

*Good intent but poor execution
and solution.*

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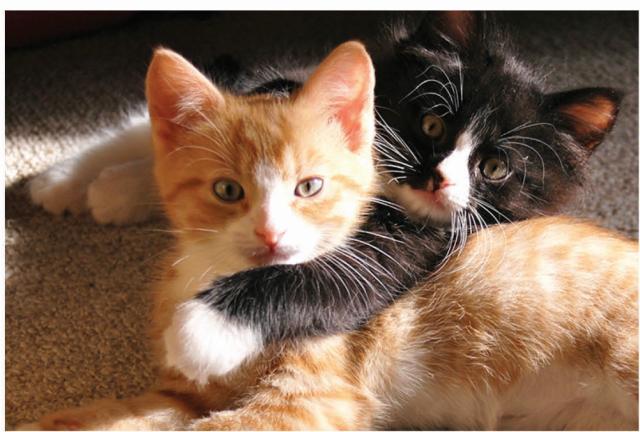
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Don't do this.
If you do, that photo has to
be *really* good.

Just don't.



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Getting to good...

Your job is to help move the eye around the page.

Objects in the layout have an implied movement.



PHOTOGRAPH
horizontal movement



PHOTOGRAPH
vertical movement

“Lorem ipsum dolor sit amet,
consectetur adipiscing elit.”

PULL QUOTE
horizontal movement

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BODY COPY
vertical movement

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BODY COPY
horizontal movement

Horizontal movement can also be controlled based on the image or justification of the text.



PHOTOGRAPH
Horizontal Movement, Right to Left, Right Bias



“Lorem ipsum dolor sit amet,
consectetur adipiscing.”

PULL QUOTE
Horizontal Movement, Left to Right, Right Bias.



Good things happen through relating items and their movements.



“Lorem ipsum dolor sit amet,
consectetur adipiscing.”

Getting better!

It still needs more, but you can see that the vertical stress of the text contrasting with the horizontal arrangement of the images is pleasing to the eye.

KITTENS



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Simple directional contrast



Not much here, but what makes this work?

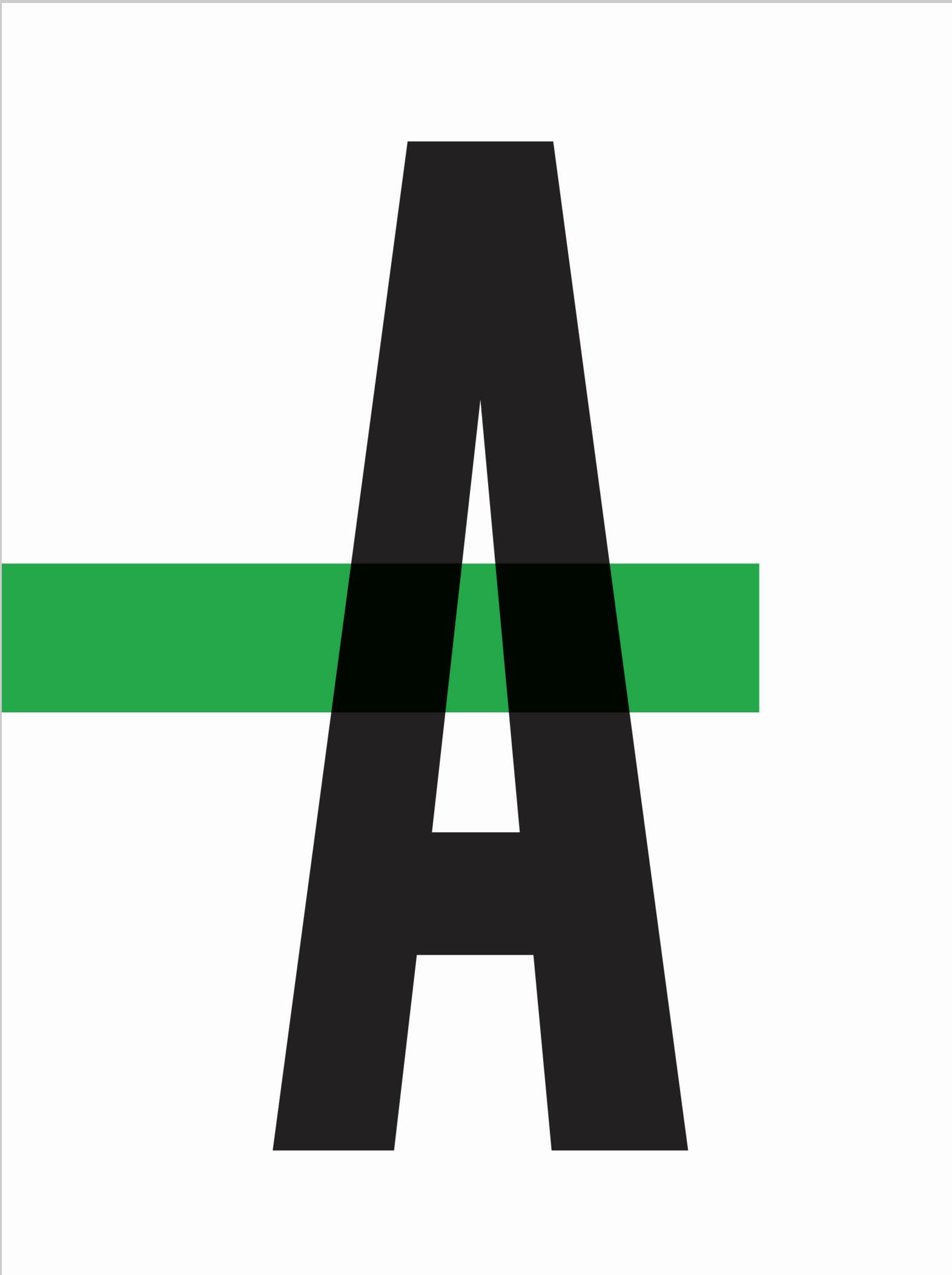
Directional contrast
(A is vertical, bar is horizontal) and size contrast.

Size contrast

Most students do not use
size contrast effectively.
Learn this and instantly
make your work better
than most of your peers.

**DYNACISM IS
CONTRAST.**

Small, medium, large



Small, medium, large



*If you learn one thing from
this presentation, learn this.
It will change the way you
think about layout.*

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Small, medium, large

If you learn one thing from this presentation, learn this. It will change the way you think about layout.

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Try to have a few things of each size in your layouts.

Be sure to not crowd.

If you're going for minimalism, have one very large element and one very small.

LEVERAGING THE PAGE

Pages also have
directional bias.

Think about directional contrast.

You can use the direction of the page to do a lot of interesting things with your layouts, using the bias of the page as a starting point for the decisions that you make.

Dimensions matter.

Is your page a square? Maybe you'll fill it up with very directionally-oriented elements that are very vertical or horizontal.

Is the page landscape? What happens if something tall and skinny sits on it?

Is the page vertical? What happens if a very wide element is placed on it?

TIPS AND EXAMPLES

Keep body copy columns consistent.

Changing the column width can distract the reader. They've gotten used to a certain line length and changing it slows them down. It's also an easy way to provide a bit of structure right away.

The image shows a double-page spread from the December 2012 issue of TRAIL Magazine. The left page contains two columns of text. The right page features a large black-and-white photograph of a coal mine entrance, with a person standing near the entrance and a truck labeled "STATE POLICE" parked nearby. Below the photo is a caption and a small inset image of a person's face.

ing problem. Several human workers reported the “no miners” or “got back to work” attitude the working conditions by. When needed, intervention became a vital tool. The biggest problem was human workers who basically worked around near off limits areas of the open pit coal. I guess it’s human nature to be curious and to wonder what is past the horizon. Too often miners found a way to bypass the barriers and travel around. The cameras set up the cameras would stop them before they got themselves in serious trouble. A few miners I had to formally request the return of a human worker.

Are there other sites similar to the “charlie network” other than those which you mentioned, and if so, where are the locations?

By: Who?™ Everywhere? They span across the world as is not just underground highway like the freeway, except this one is underground. This underground highway in America is like a freeway except it's underground. That highway depends on electric trains (the trolleys), cars and buses for the paved roads, and it is for limited travel. There is another style of travel for freight and for passengers that is for rapid travel. That would wide network is called the Safe Global System (SGS). It has check points at each country entry. There are some Charlie tubes that about the tubes of incredible speeds using a simpler and easier method. They travel at a speed that exceeds the speed of sound. Part of your question involves the location of entrances to that base. The easiest way to answer is to say every state in the U.S.A. has them. Frequently, the entrances are camouflaged as usual quirks, or mining operations. Other complex portals are found on military bases. New Mexico and Arizona have the largest amounts of entrances followed by California, Montana, Idaho, Colorado, Pennsylvania, Kansas, Arkansas and Missouri. All of the states Florida and North Dakota have the least amount of entrances. Wyoming has a coal that opens directly into the subterranean freeway. That road is no longer in use, but could be reactivated if they decide to do so, with minimal cost. It's located near Brooks Lake!

Note: Many mentioned several times throughout (Wyoming, New Mexico, Arizona, Nevada and Idaho, states, there are entrances, but I can't see them unless, according to your question, they didn't say one of the largest number, access, systems in their country, one that is used to travel deep tunnels, and tunnels, from one end to another the deepest tunnel,

Note: There have been many types of mines “Charlie” mines being constructed during the construction of underground (mines below major industrial and coal) areas in America. But take note, various places containing these tunnels include: Implement the law around the tunnels and under tunnels, because of “Charlie people”, also in the Subterranean aspects of these working areas have an alternative movement and another building complex going in to huge tunnels because the movement by the main complex of tunnels are one part of an underground “Highway”. Bridges are another evidence to this that tunnels and rooms connected and are in conflict with the transportation, trains, and a group of vehicles using these tunnels from a network of tunnels underground. The

offices, because the few thousand miles of tunnels, and parts of day or night living room, and living area and more through large underground chambers containing the nuclear power plants of amazingly tall human profile, large tunnels driving were highly built and “big enough to drive a semi-truck through”, now from all kinds of traffic. Most human safety and safety has come out with roads, through more people surviving in almost impossible circumstances, radiation who are taken care of and associated with some of others. Many that have been been bringing down the mountains in the past and becoming increasing little time ago another George W. Bush facility, the last time down in the tunnels and last visit because of damage of safety of another passenger plane, because of compromised by the tunnel system via the most damage and safety aspect of underground the American “Government” and people of whom who are still in place that has been given over to construction of these big tunnels and safety of a large number tunnels that caused them the buck of the state of old mines, like large numbers that connects the underground system of roads with those of the mines. There is a famous story which is not true or false about story are true because I don't know the truth. In that version a Human People named underground was underground itself below the surface of America that takes long and traveled far and distance through a series of underground tunnels until reaching into a “Charlie” coal mine. The connection attempted to make him, but she was captured and escaped to find his way back to the surface. He began telling other people about her happenings and how afterwards the “Government” decided to find the way out to cut away off way of the tunnels leading to the underground of the tunnels. Eventually there was one human survivor that has been off the underground system since disappearance, now released the tunnel. A similar scenario happened to someone who the last month discovered a large number tunnel under Wyoming Roadside in Wyoming. Unfortunately, within the space tunnel of most tunnels of America. From the distance and the distance from the end to center of the larger tunnel there were the tunnels that contain the most success to stay out of the tunnels underground just like the “G.I. Government” and our very own the “National Guard” and also in our place “Guerrilla War” to protect the tunnels. The other person connected to another who survived is stated, how the tunnels stay below the ground roads. Well, across the country and in the south from the people saying, on the construction site were connected to this part of the road. The workers around the tunnel and below long connected a “Tunnel” type road, that is fairly narrow, and total the following distance about 10 feet long. The G.I. worker the three persons were survival and connect the tunnel, because many travelled a great distance along with a friend, had been a while. And in the middle there is supposed to be a bridge across the road and over the “Road” and the “Bridge”. This underground through a series of small passenger vehicles and could be a people that travelled on a series of 5 small rooms, one below the other, and that the bottom was a “Road” and many more a large number above. They are a seemingly ridiculous idea, a large number travel along with flight and

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Use the bleed

How are bleeding elements used in this layout to make tension? Where is there directional contrast?

01

MATT
PORTERFIELD

Born in 1973, Matt Porterfield has written and directed three feature films, *Hamilton* (2006), *Party Hill* (2011), and *I Used To Be Darker* (2013), all produced and filmed in and around Baltimore, Maryland. Matt studied at New York University's Tisch School of the Arts and teaches screenwriting, theory, and production at Johns Hopkins University and Maryland Institute College of Art. In 2012, he was a featured artist in the Whitney Biennial, a Creative Capital grantee, and the recipient of a Werner Center Artists Residency. His work is in the permanent collection of the Museum of Modern Art and the Harvard Film Archive and has screened at Anthology Film Archives, BAM, Centre Pompidou, Walker Art Center, Cinémathèque Française, and film festivals such as Sundance, the Berlinale, and AFM.

Whitespace

You don't need to fill every inch of the page. Give your elements room to breath — sometimes what's not there is more powerful than what is.

Home

Topics

Education

Values & issues

New Generation Dream Jobs

NEW GENERATION DREAM JOBS AND THE RISE OF ART EDUCATION

新一代的梦想工作和艺术教育的崛起

In search of a fulfilling career in the creative industry starting from a value-aware art education.

Over time, parents & students have recognized and understood that most of our school typically offered career choices that are higher than average, study courses & traditionally associated with an academic degree & titles are not at the top of their preference.

Nevertheless, the world's demand in today's job market has changed due to the shifting map of the industry being as vital as a human person to the success of a dream to many people, especially creative. But with the flourishing of the creative industry, it does not mean to be an artist or author.

Roughly 60% of creative areas and 90% of all working in the field of craftsmanship. The experience of creative economy is creating a climate in which creativity and innovation are highly demanded in the job market. Traditional industries were reflected, carried out, or evolved into new ones. At this, these designations are more widespread until the turn of the century. The birth of game designers, creative directors, interactive designers, interaction media producers, and digital content strategists, the emergence of a relatively young slate

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High contrast

Don't be afraid to make something really big or really small. This is an easy way to create high impact and make a bold layout.



Make and break
the spread.



Interview:
Amber Wenzien

Photography:
Kinga Burza
Amber Wenzien

Kinga Burza

Well-traveled director Kinga Burza first gained notoriety after directing the music video for Katy Perry's breakout single "I Kissed a Girl." Her directing skills caught the attention of musicians Lady Gaga, Le Roi and The Decade, who enlisted her to direct their music videos. But proving she is no one-trick pony, Burza can now add Feature Film director to her already impressive resume, directing her first feature-length film *Kate Spade and Harry*. We talk to Burza about her fondest childhood memories, her favorite travel spots, and the perfect Polish dog.