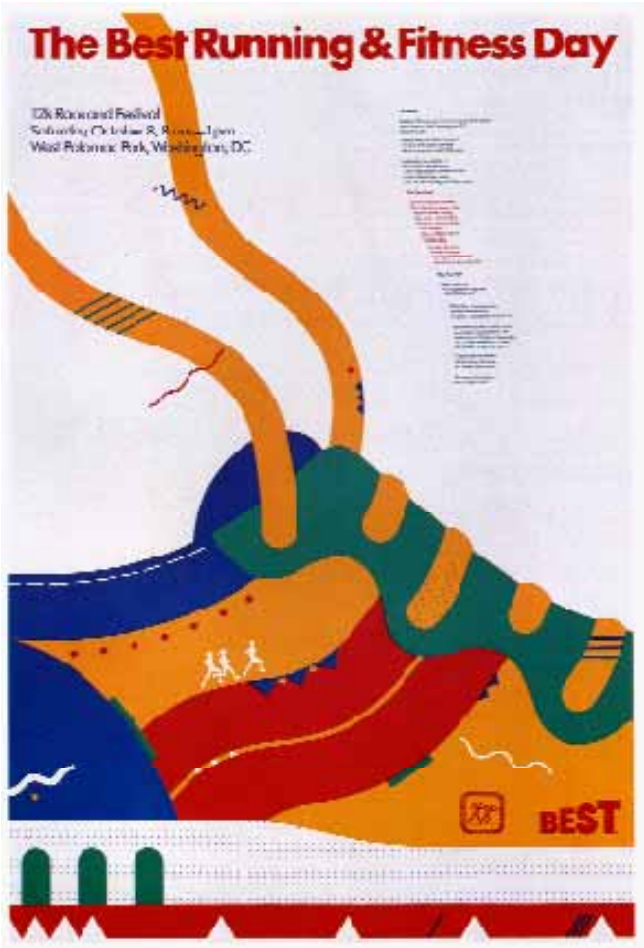


# **IMAGE IN DESIGN—Layout**

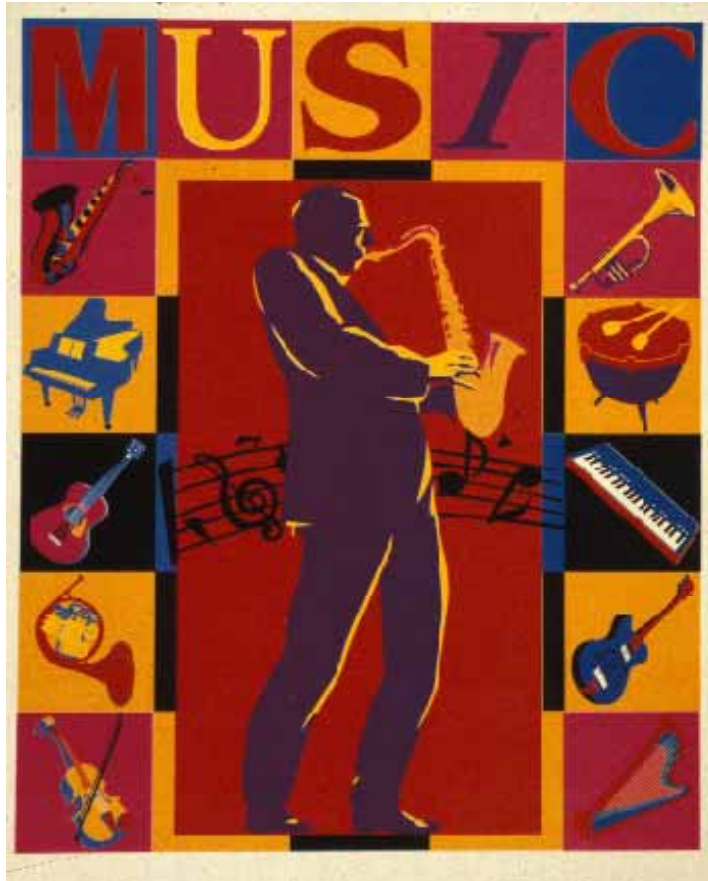
The use of the IMAGE in the composition of a design page layout.

# IMAGE IN DESIGN LAYOUT | SINGLE IMAGE



# IMAGE IN DESIGN LAYOUT | MULTIPLE IMAGES

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- Flat space
- Overlap
- Background
- Type on Image



OVERLAP



The advertisement features a central image of a silver airplane with a red stripe, flying over a background of several overlapping watch dials. Below the airplane is a detailed image of a Breitling chronograph watch with a black dial and a metal link bracelet. The watch has three sub-dials and a date window. The overall composition uses overlapping elements to create a sense of depth and technical precision.

**BREITLING**  
1884

**OLD NAVYTIMER**  
Revised by pilots and aviators since 1952, the Old Navytimer mechanical chronograph displays the clean great looks of a 1950s-style timepiece, with slide rule built into a ruggedly convenient and easy-to-use. Early Navytimer models were a handy sight in the cockpit of the Lockheed Constellation, whose four 1,750-hp engines provided the airliner with a range of more than 2,400 miles at a cruising altitude of over 10,000 feet.

**Mechanical chronograph**  
Featuring a great mixture of a best 45 hours, the Old Navytimer self-winding chronograph measures time from 1/5th second to 1/2 hour plus intermediate and cumulative flying times when needed. Available in steel, steel and gold or 18K gold. Leather strap. Formidable in their beauty.

ADVERTISING BREITLING ADVERT  
**KENJO**  
The Store to WATCH  
4000 16th Avenue S.W. THE BELL CENTER BUILDING  
VANCOUVER, BC V6Z 1S6 TEL: (604) 276-1000 FAX: (604) 276-1001

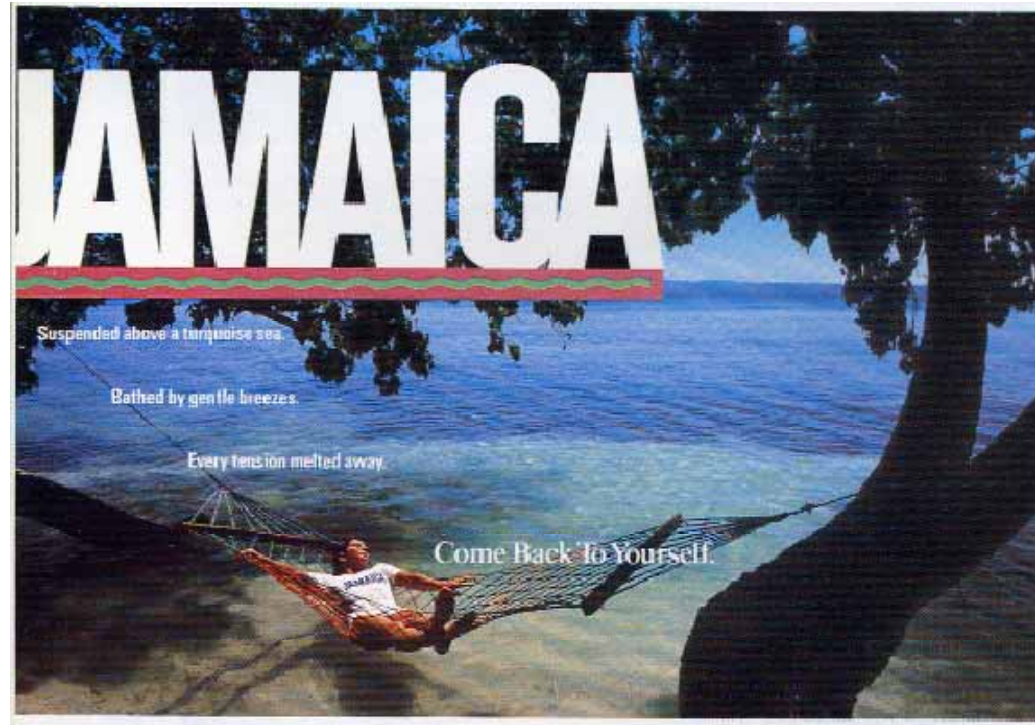
INSTRUMENTS FOR PROFESSIONALS



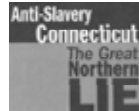
# IMAGE COMPOSITION

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## BACKGROUND







- Value of text and field

- Type on complex field - image or graphic background



- simple strong text



- locate on simple or blank area of image



- blur or reduce contrast of background



- apply drop shadow to text



- use panels or shapes to contain text

# IMAGE IN DESIGN LAYOUT | TYPE ON IMAGE

## DON'T DO

