ASSIGNMENT 2

GRID-BASED MAGAZINE PAGE DESIGN & LAYOUT

The use of the GRID in magazine, and other design page layout.

LAYOUT — DEFINED

Organization of type, image, and other design elements to communicate information and emphasize or reinforce, the content of a design piece.

LAYOUT — DEFINED

- Capture our attention - visually
- Communicate content quickly and easily so the reader understands your message
- Organizes information to allow access

LAYOUT — DEFINED

CONCEPTS APPLY TO MANY DESIGN AREAS

- ***Print design***
- Interactive design
- Package design
- Exhibit design

etc.

BASIC PRINT LAYOUT ELEMENTS

DISPLAY OR HEADLINE TYPE

Type which directly supports and quickly communicates the content of the design.

BASIC PRINT LAYOUT ELEMENTS

SUBHEADS

Provide context or identify more specifically the content of the design.

BASIC PRINT LAYOUT ELEMENTS

BODY TEXT

More specific and detailed information about the subject. It is also an integral part of the visual qualities of a layout. It has form (shape)
texture
value

BASIC PRINT LAYOUT ELEMENTS

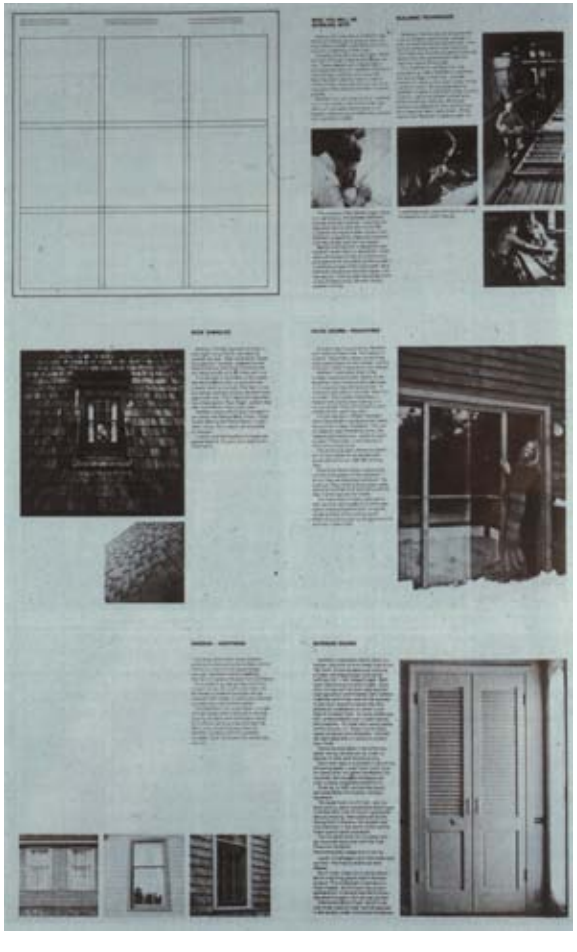
IMAGE

Directly support concept or content of the layout. Can be graphic, an illustration or photography.

BASIC PRINT LAYOUT ELEMENTS

OTHER ELEMENTS

GRID — DEFINED



- Organizes information in a unified and predictable fashion
- Provides structure to accommodate a variety of informational and visual elements
- Provides productivity in layout and design

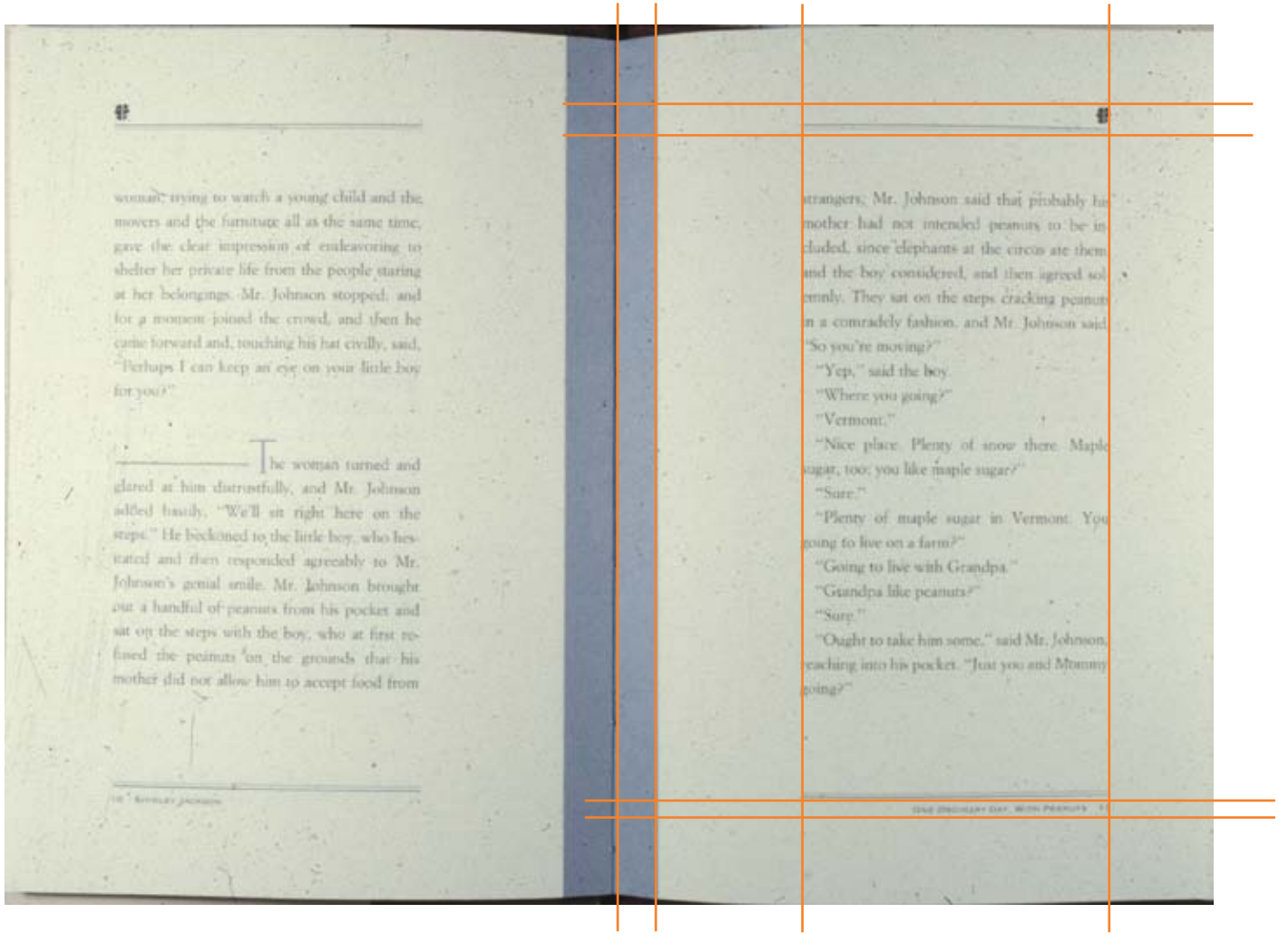
GRID — DEFINED

CONCEPTS APPLY TO MANY DESIGN AREAS

- ***Print design***
- Interactive design
- Package design
- Exhibit design

etc.

GRID - SIMPLE



woman trying to watch a young child and the movers and the furniture all at the same time, gave the clear impression of endeavoring to shelter her private life from the people staring at her belongings. Mr. Johnson stopped, and for a moment joined the crowd, and then he came forward and, touching his hat civilly, said, "Perhaps I can keep an eye on your little boy for you?"

The woman turned and glared at him distrustfully, and Mr. Johnson added hastily, "We'll sit right here on the steps." He beckoned to the little boy, who hesitated and then responded agreeably to Mr. Johnson's genial smile. Mr. Johnson brought out a handful of peanuts from his pocket and sat on the steps with the boy, who at first refused the peanuts on the grounds that his mother did not allow him to accept food from

strangers. Mr. Johnson said that probably his mother had not intended peanuts to be included, since elephants at the circus ate them and the boy considered, and then agreed solemnly. They sat on the steps cracking peanuts in a comradely fashion, and Mr. Johnson said, "So you're moving?"

"Yep," said the boy.

"Where you going?"

"Vermont."

"Nice place. Plenty of snow there. Maple sugar, too; you like maple sugar?"

"Sure."

"Plenty of maple sugar in Vermont. You going to live on a farm?"

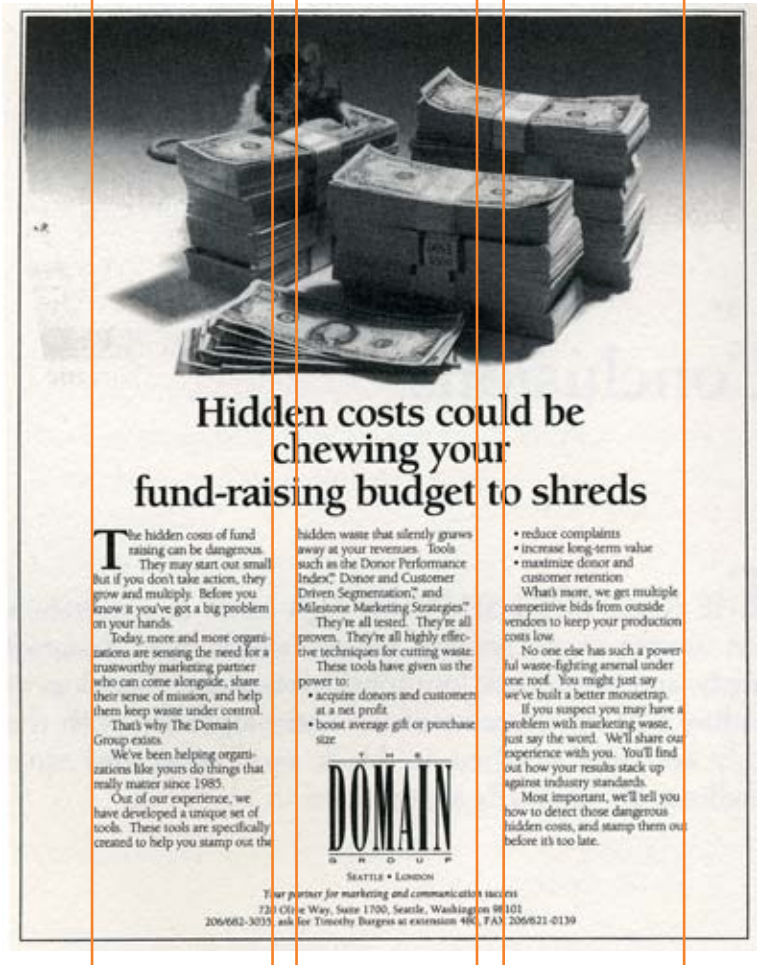
"Going to live with Grandpa."

"Grandpa like peanuts?"

"Sure."

"Ought to take him some," said Mr. Johnson, reaching into his pocket. "Just you and Mommy going?"

GRID - MEDIUM



Hidden costs could be chewing your fund-raising budget to shreds

The hidden costs of fund raising can be dangerous.

They may start out small but if you don't take action, they grow and multiply. Before you know it you've got a big problem on your hands.

Today, more and more organizations are sensing the need for a trustworthy marketing partner who can come alongside, share their sense of mission, and help them keep waste under control.

That's why The Domain Group exists.

We've been helping organizations like yours do things that really matter since 1985.

Out of our experience, we have developed a unique set of tools. These tools are specifically created to help you stamp out the hidden waste that silently gnaws away at your revenues. Tools such as the Donor Performance Index,™ Donor and Customer Driven Segmentation,™ and Milestone Marketing Strategies™

They're all tested. They're all proven. They're all highly effective techniques for cutting waste.

These tools have given us the power to:

- acquire donors and customers at a net profit
- boost average gift or purchase size
- reduce complaints
- increase long-term value
- maximize donor and customer retention

What's more, we get multiple competitive bids from outside vendors to keep your production costs low.

No one else has such a powerful waste-fighting arsenal under one roof. You might just say we've built a better mousetrap.

If you suspect you may have a problem with marketing waste, just say the word. We'll share our experience with you. You'll find out how your results stack up against industry standards.

Most important, we'll tell you how to detect those dangerous hidden costs, and stamp them out before it's too late.

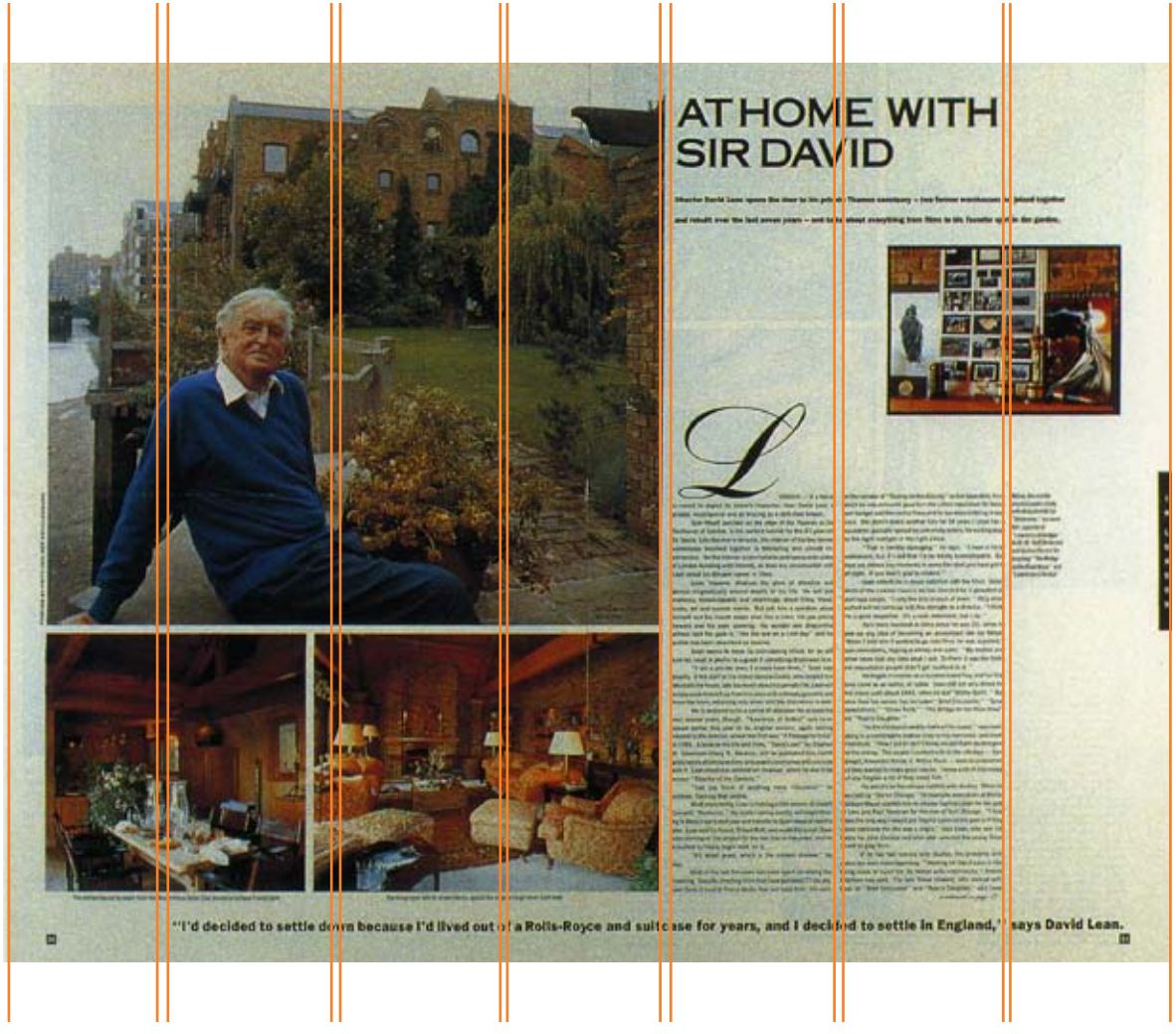
THE DOMAIN GROUP

SEATTLE • LONDON

Your partner for marketing and communication success

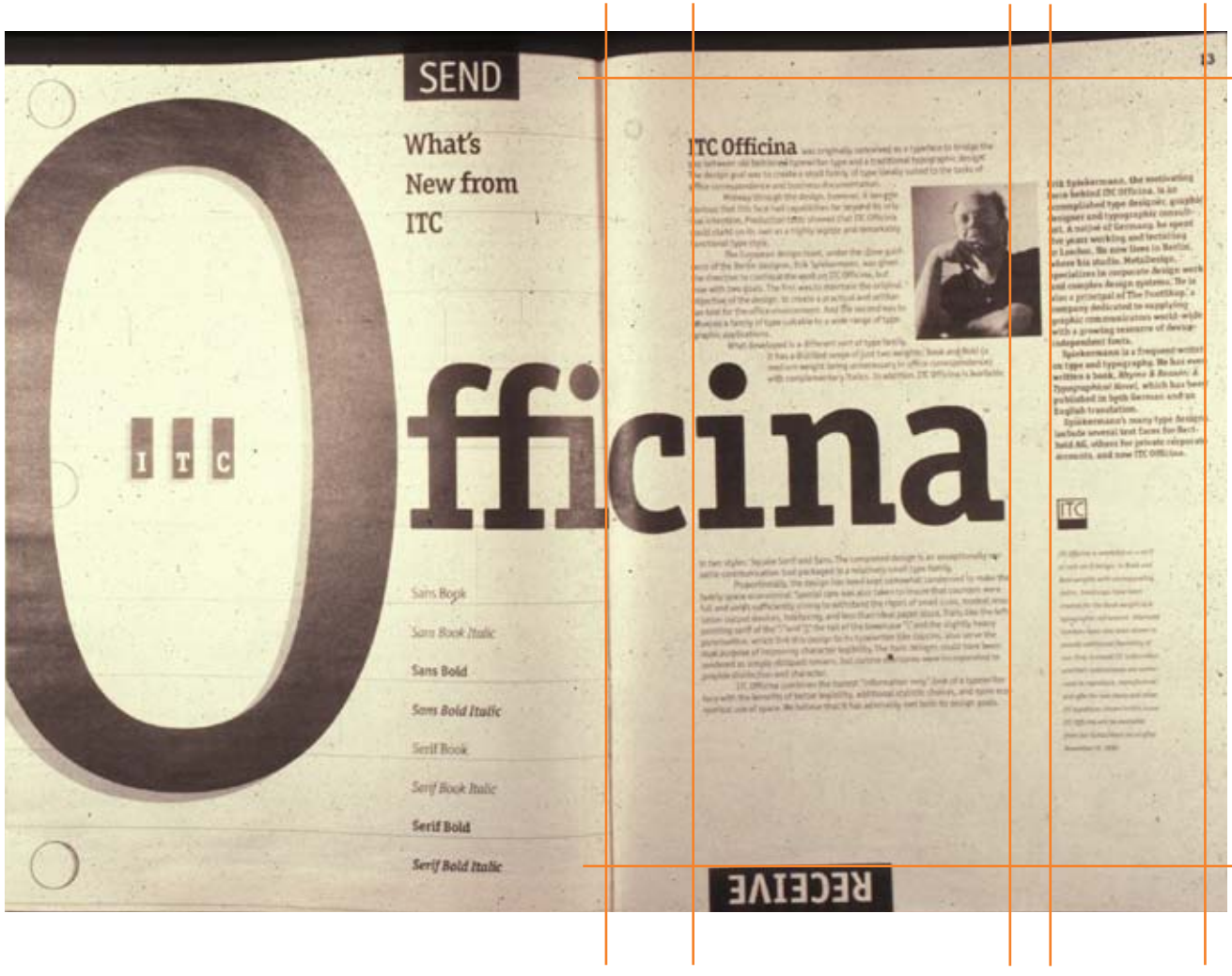
720 Olive Way, Suite 1700, Seattle, Washington 98101
206/682-3035, ask for Timothy Burgess at extension 486, FAX 206/621-0139

GRID - COMPLEX



GRID — 3 EQUAL COLUMNS

GRID — 2 UNEQUAL COLUMNS



GRID — FOLLOWING & BREAKING

Dyslexia didn't stop Bodie Thoene from becoming a best-selling author.

Determined to Write

by W. Terry Whalin

As the other preschoolers scram- ble to locate poster-board cards with their names, one auburn-haired girl hangs back, waiting for the rest to select first. She picks the leftover card with her five-letter name: Bodie.

By third grade, Bodie Thoene (*tay-nee*) could understand numbers, but still couldn't read her name. Her teacher thought she was lazy, but her Jewish fa- ther and Irish mother refused to doubt Bodie's ability. They hired a tutor who worked four hours a day with her through the summer until she could read well enough to move to the next grade.

Their determination paid off. In 1987 the Evangelical Christian Publishers As- sociation awarded Thoene the Gold Me- dallion award for *The Gates of Zion* (Bethany House). Thoene wrote the 350-page historical novel — the first in "The Zion Chronicles" — in just four months. The series, which covers the six-month period when Israel became a nation in 1948, concluded in 1988 with book five, *The Key to Zion*.

Thoene's childhood struggles gave no hint of honors to come. Bodie's mother took her children to a Protestant church. When Bodie was 10, a Sunday school teacher scolded her for failing to read and sing "Jesus Loves Me." Ducking out of class, she located a quiet room. Kneeling, she prayed, "Lord, if You let me read, I'll do anything You want."

Although reading remained difficult, Bodie developed a keen ability to lis- ten — she could imitate almost anyone. She began writing short stories and plays.

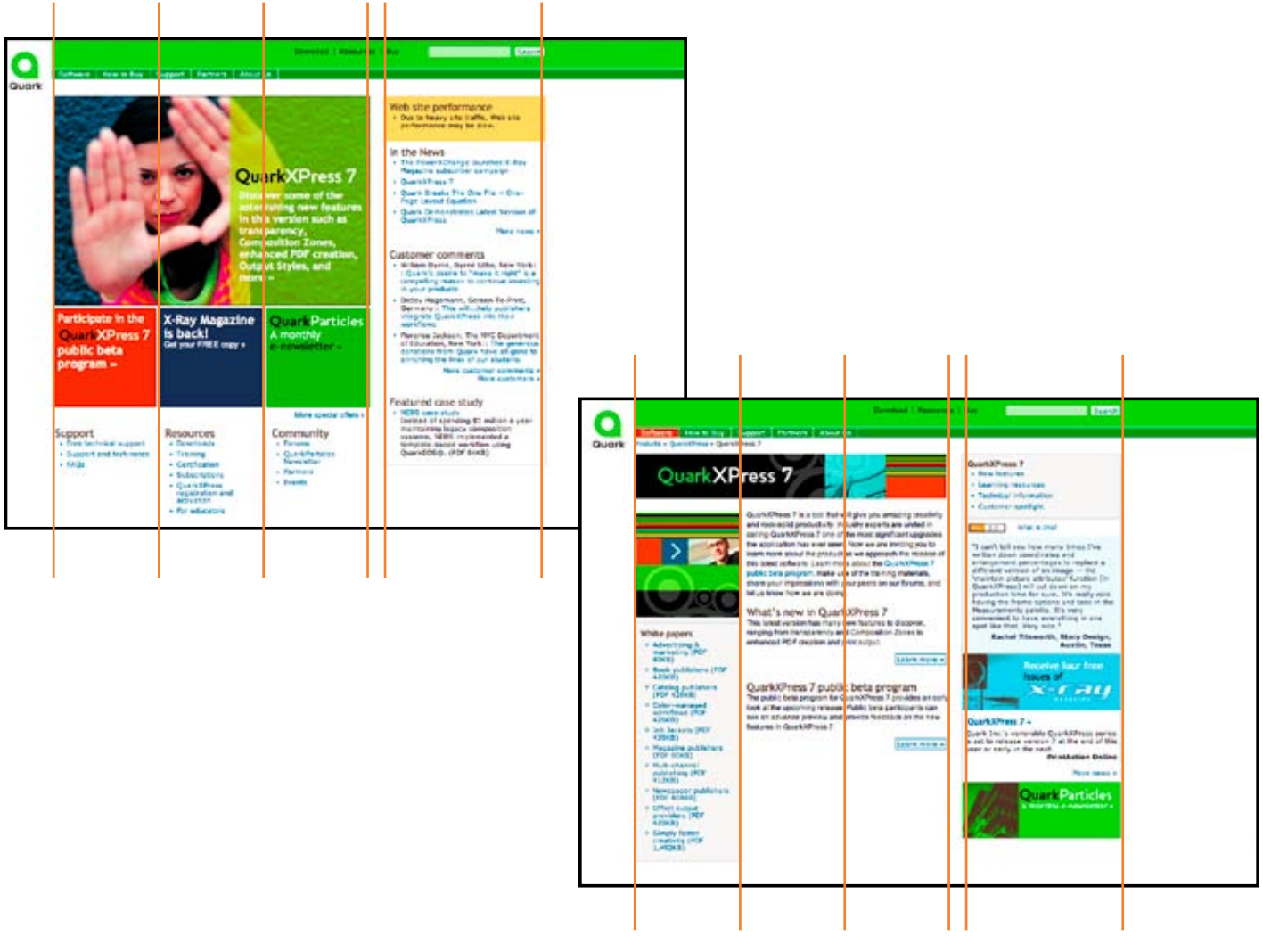
High school didn't hold much meaning for her. Reading assignments and tests were difficult, and Bodie's low grades proved it. She turned her attention to her dream of writing.

At 14, she marched into her home- town California newspaper office and told the editor, "What you need is a col- umn for kids written by kids. I'll cover all the high schools."

The editor leaned over his typewriter and said, "O.K." In the newsroom, Bo- die sharpened her interviewing, writ- ing, and storytelling skills.

The source of her problems wasn't diagnosed until she flunked spelling as a college freshman. She had dyslexia,

GRID — FOLLOWING & BREAKING

GRID — ACROSS MULTIPLE PAGES

GRID — NOT JUST FOR PRINT