

**ASSIGNMENT 3**

**PUBLICATION (multi-page)  
DESIGN and LAYOUT**

*Design for brochures, and other  
multipage documents.*

***Multipage documents that require consistency in structure and organization.***

Have a repeating page design or format

Can be produced as

- a single design, or part of a series.
- one-time or on a repetitive basis.

## Many different formats sizes, and functions:

- Newsletters
- Flyers
- Newspapers
- Magazines
- **Brochures**
- Catalogs
- Manuals
- Books



Brochures are usually limited to a specific item or topic area.

Usually short 4-8-16-32 pages.

Attention getting and informative.

- strong visual impact
- easy access to detailed information

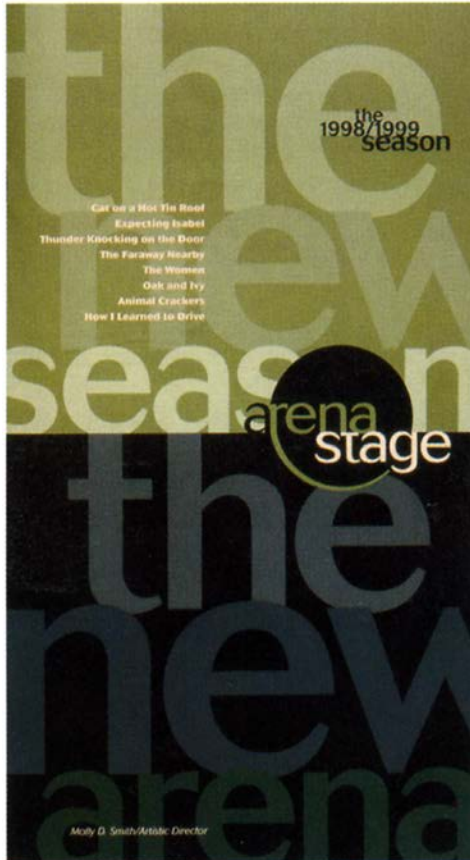


**Can be both linear and non-linear.**

You can read them cover to cover,

or

Access a specific piece of information -  
*finding out if a car model has a side air bag,*  
as an example.

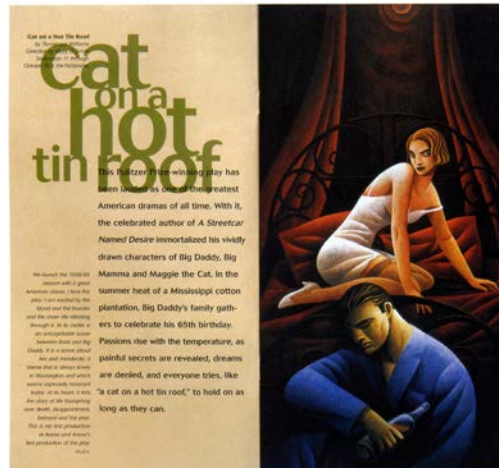


## Front Cover

Visually engaging, announces content.

## Back Cover

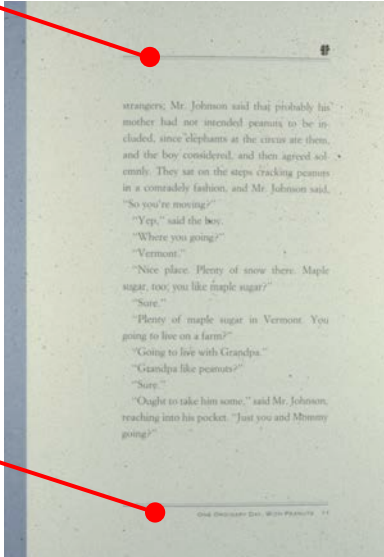
Visually related to front cover. May contain contact info, etc.



## Interior

Visually relate cover design. Contains detailed information.

running  
head



folio

Sub Title    TITLE



body text  
column

info text

gutter

margin

fold

left pg  
even

right pg  
odd

## **Format**

Horizontal or vertical.

Square or rectangular.

“Normal size and proportions or “odd”.

Brochure size and proportions are somewhat dependent on how the design will fit on standard or “basis” paper sizes, which is related to the budget, and how it will be reproduced (printed).



## **Page numbering**

Pages are numbered or counted by SURFACE.

Pages are numbered (counted) consecutively from beginning to end.

Right hand pages are ODD numbers.

Left hand pages are EVEN numbers.

## Page numbering

### ***Cover as part of brochure - SAME PAPER***

Cover is page 1 (one). A right hand page.

1st interior page is page 2 (two), which is the back of the front cover.

Cover & interior usually created as a single document.

## Page numbering

### ***Separate cover - DIFFERENT PAPER***

Cover is “cover”

front cover - inside front cover

back cover - inside back cover

1st interior page is page I (one). A right hand page.

Cover usually created as a separate document.

## **Designer spreads**

Pages you see visually next to each other.  
2/3, 8/9, etc.

## **Printer spreads**

Pages that are physically printed next to each other (imposition). Actual page numbers depend on total number of pages and how brochure is printed.

## **Signatures**

Brochures are designed and produced in signatures - increments of 4, 8, 16, 32, 64 pages - depending on page size, weight of paper, and printing press paper size capacity.

A single piece of letter size paper folded in half horizontally creates a 4-page signature of 5-1/2 " x 8-1/2 " pages.

Signatures are used to efficiently print and collate a multipage publication.

## **Saddle Stitch**

Single signature, folded and stapled.

16-64 page maximum — depends on paper weight.

## **Perfect**

Multiple signatures gathered and glued along spine to create a flat edge.

## **Mechanical**

Wire, punched etc.

Each kind of binding needs to have allowances for:

Physical binding space

Visual binding space

Creep if a signature contains large number of pages or heavy paper



**VISUAL CONTINUITY**

*REFRESH*



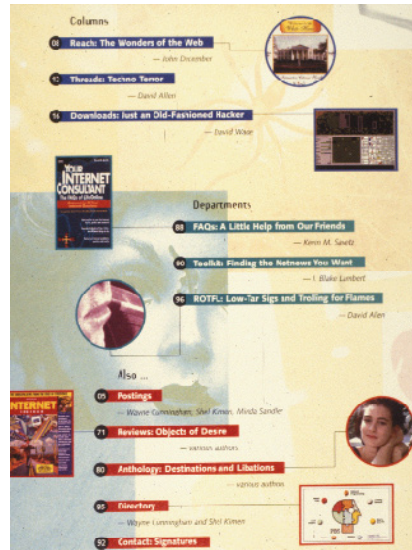
## **Provides:**

- Unity within a publication
- Unity between related publications
- Recognition - name brand, etc

## Elements of visual continuity can be:

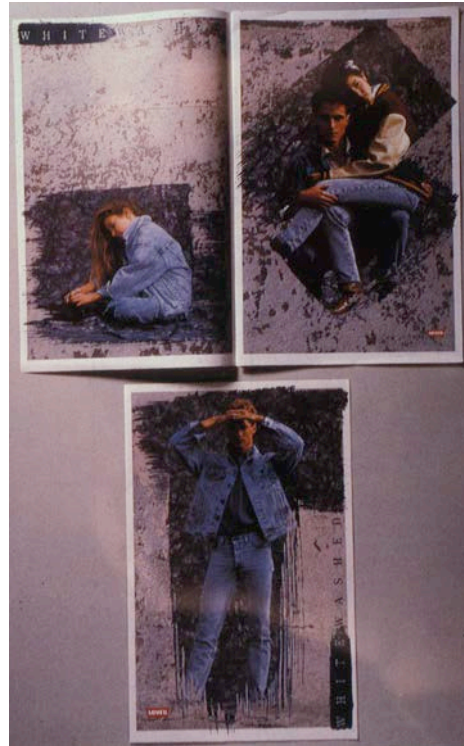
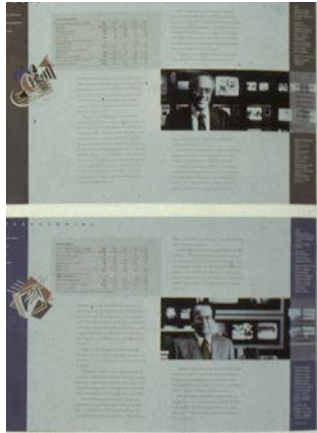
- Typography - style/specs & structure
- Rules, borders and graphic elements
- Color scheme
- Style of illustration or photography
- Scale, cropping of images
- Use of a **grid**
- Use of space
- Format size or proportions
- “look and feel”

WITHIN A PAGE



- Color scheme
- Typeface similarity
- Graphic elements
- Structure - grid
- Photo “shape”
- Other...

BETWEEN PAGES



- Color scheme
- Typeface similarity
- Graphic elements
- Structure - grid
- Photo “shape”
- Other...

## BETWEEN DOCUMENTS



- Color scheme
- Typeface similarity
- Graphic elements
- Structure - grid
- Photo “shape”
- Other...

GRID

