GRID-BASED MAGAZINE PAGE DESIGN & LAYOUT

The use of the GRID in magazine, and other design page layout.
Organization of type, image, and other design elements to communicate information and emphasize or reinforce, the content of a design piece.
• Capture our attention - visually

• Communicate content quickly and easily so the reader understands your message

• Organizes information to allow access
CONCEPTS APPLY TO MANY DESIGN AREAS

- *Print design*
- Interactive design
- Package design
- Exhibit design
  etc.
Type which directly supports and quickly communicates the content of the design.
SUBHEADS

Provide context or identify more specifically the content of the design.
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
DIRECTLY SUPPORT CONCEPT OR CONTENT OF THE LAYOUT. CAN BE GRAPHIC, AN ILLUSTRATION OR PHOTOGRAPHY.
OTHER ELEMENTS

- Drop or initial cap
- Gutter
- Margins
- Space between columns
- Shapes
- Folios
- Bleed
- Rules
- Text wrap
• 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 IN DESIGN LAYOUT
GRID — DEFINED
CONCEPTS APPLY TO MANY DESIGN AREAS

• *Print design*

• Interactive design

• Package design

• Exhibit design

etc.
woman, trying to watch a young child and the 
movers and the furniture all as 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 in 
cluded, 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 
gonna 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 Mummy 
going?"
Hidden costs could be chewing your fund-raising budget to shreds

T
he 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 seeing 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 1983.

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 under-powered. They’re all under-priced. They’re all high-efficiency techniques for cutting waste. These tools have given us the power to:

• 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 it’s 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.

Hidden costs could be chewing your fund-raising budget to shreds
AT HOME WITH SIR DAVID

“'I’d decided to settle down because I’d lived out of a Rolls-Royce and suitcase for years, and I decided to settle in England,' says David Lean.
GRID IN DESIGN LAYOUT

GRID — 3 EQUAL COLUMNS
GRID — 2 UNEQUAL COLUMNS
Dyslexia didn’t stop Bodie Thoene from becoming a best-selling author.

Determined to Write

At the other preschoolers scrambled to locate poster-board cards with their names, she, a sandy-haired girl, hung back, waiting for the rest to select first the pieces of the letter card with her five-letter name: Bodie.

By third grade, Bodie Thoene (now) could understand numbers, but she couldn’t read her name. Her teacher thought she was lazy, but her Jewish father and Irish mother refused to deny Bodie’s ability. They hired a tutor who worked three 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 Association awarded Thoene the Gold Medallion award for The Girls of Zion book series. Thoene wrote the 300-page novel—this is the first in “The Zion Chronicles”—in just five months. The series, which covers a six-month period when Israel became a nation in 1948, concluded in 1989 with book five, The Key to Zion.

Thoene’s childhood struggles gave her drive and focus 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.” Giggling out of class, she locked herself in a quiet room. Knowing, she prayed, “Lord, if you let me read, I’ll do anything you want.”

Although reading remained difficult, Bodie developed a love for books. She could recite almost anyone. She began writing short stories and poems.

High school didn’t hold much meaning for her. Reading assignments and tests were difficult, and Bodie’s low grades showed it. She turned her attention to her dream of writing. At 14, she signed up for a class in journalism and storytelling, and storytelling skills.

The editor handed over his typewriter and said, “OK.” In the newspaper, Bodie sharpened her interviewing, writing, and storytelling skills.

The source of her problems was diagnosed until the student writing an honors senior. She had dyslexia.
GRID IN DESIGN LAYOUT

GRID — FOLLOWING & BREAKING

Westwood stops trans-Atlantic service

ARE WE HAVING FUN YET?

INFO-GRAM

E.A.R.S. says all work and no play makes you an unproductive employee

WHACK OF THE WEEK

Fun and the bottom line

Monday A.M.
GRID IN DESIGN LAYOUT

GRID — NOT JUST FOR PRINT