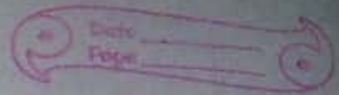


# Advertising Art

Unit : 4



## (A) \* Meaning and Principles of layout.

An infinite number of arrangements are possible for the elements of an advertisement how ever the arrangement of the elements, certain sound principles should be followed in a good layout these includes are

(1) **Balance** :- Balance of considerable importance in a layout it involves combining the various size and shapes that make up and advertisement.

There are two forms of balance.

- (a) Formal
- (b) Informal

(2) **Movement** :- In a print advertisement is to get the readers eye to move through it. The layout should provide best gaze motion.

(3) **Unity** :- Unity in layout means to keeping the elements of the advertisement together so that the advertisement does not fall apart.

14) **Clarity and Simplicity** :- It is important to make a layout interesting case, must be taken to see that it remains simple enough so as not to lose its clarity and simplicity.

15) **Emphasis** :- A good layout should make the advertisement as a whole prominent and also emphasis should make important element it can be done by following some of the techniques

11) **Repetition** a headline an illustration or a trade mark for example may gain added emphasis if repeated several times.

12) **Contrast** another technique is contrast of size, colour or style in a show a size man, all size that feet tall with a small boy at the end the boy would attract attention.

13) **White Page** this is another technique which should be use very carefully.

**Kind of layout**

1i) **Thumb nail sketches** they are small sketches that are used by the art

directoris to convey the basic layout style and treatment without selling out small details.

Rough layout or visuals are prepared for almost for all advertisement they are the same size as the finished advertisement.

Finished layout the next step is the preparation of the finished layout which is word made carefully from the rough layout.

Comprehensive layout is prepared for