

Phases to Make of the Suggested Advertisement  
3<sup>rd</sup> Take physical shape in  
the Rough & layout and  
Final layout with notes indicating  
headline, copy theme, rough  
sketching suggesting the illustration, etc.

2013

FEBRUARY  
SATURDAY

8TH WEEK 54 DAYS

23

## Advertising Layout / Advertising Art

### The Principles of layout / Importance of layout

- 1) purpose and Audience -
- 2) Organizing information
- 3) Getting their attention
- 4) Balance -
- 5) Alignment
- 6) Repetition -
- 7) Emphasis
- 8) ~~proximity~~ proximity
- 9) Contrast
- 10) proportion
- 11) Hierarchy.
- 12) Rhythm.
- 13) pattern.

The following twelve principles are those mentioned most often in the subject!

SUNDAY 24

① Contrast! - one of the most common complaints designers have about client feedback often involve ground clients who says a design needs to "pop" more. Contrast refers to how different elements are in a design, particularly adjacent elements. These difference make various elements stand out.

MAR 2013

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(7) other items like track marks or board names.

### Illustrative Situations in a layout.

Illustrative situations may consist of:

- (1) Showing the package.
- (2) Showing the product itself.
- (3) Showing the product in use.
- (4) Showing the consequences of not using the product.
- (5) Creating a background to emphasize the product.
- (6) Creating a situation implying the use of the product in the background.
- (7) In promoting a service, the advertisement would normally stress the use of the service and the results of using it or the consequences of not using the service.

### Layout Execution

The main stages of executing a layout may be:-

- (i) the thumb nail layout or the "idea" layout.
- (ii) the rough layout, and
- (iii) the comprehensive layout.

The first is very rough prepared on the spot when getting the idea and may have been prepared merely on a menu card or on a used envelope i.e. on whatever piece of paper was available when the idea was formulated. From this a rough layout is subsequently prepared and finally a comprehensive layout would be executed. The "visual defects" thus copywriters "visualizing"

the advertisement. It shows that what is being seen is the mind's eye. Neither the copy has been prepared nor the layout drawn. All that is seen is the creative idea in a rough form

FEB 2013

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