

Unit - 4

Meaning and Importance of layout

→ Advertising layout :- Layout may be defined as the arrangement of the various element of advertising such as illustration, text matter, product and name of the company.

→ A good advertisement is a combination of both copy and art. The layout must be prepared separately from the advertisement copy and the kind of type to be used, the amount of space to be use, the border to be used.

→ Layout is the logical arrangement of components of an advertisement in the copy.

It refers to the over all structure, the position assigned to the various elements of the advertisement layout.

It is deciding on the placements of headlines, copy, illustration, company name, logo, and the free space in an advertisement copy.

→ The physical arrangement of all the elements of advertisement is

Called layout'

A layout may be defined as the format in which the various elements of the advertisement are combined.

It is the blue print,

Its function is to assemble the different parts of advertisement such as ~~text~~ illustration, headline, ~~body text~~ text, the advertised signature, border and other graphic materials.

→ Advertisement layout is a process concerned with the physical arrangement of all the elements of advertising message for faster and better sales presentation and communication.

→ Layout is the visual plan for arranging the elements of an advertising message in printed form.

→ An advertisement layout consists of the following components

\* Element or component or part of layout :-

The various elements of or part or components of layout are as follows :-

- 1) Lines text are set in larger type for the purpose of attracting readers. are called head line.
- (2) Subheadline :- In a long lengthy lengthy article sub-head can be use to break text into shorter segment. Sub-heads can also appear beneath a head line, but should not be too detailed.
- (3) Picture caption :- When you include photos, art work or information graphics you might need a caption to give reader a more detail. Captions are generally set in a small but easy to read
- (4) Blurbs :- A Blurbs is a short summary or some word of plays praise in a creative work.
- (5) Illustration :- An Illustration is a visualization such as a drawing, painting, photograph or other work of art.

(6) Product package :- A product package is the manner in which something such as a proposal or product of someone such as a candidate or author is presented to the public or consumer.

(7) Body copy :- The primary text in an article is known as body copy and text is generally refers to as copy, while the body copy refers to the bulk of the article.

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1) Principals of Any good advertising layout.

→ An infinite number of arrangements are possible for the elements of an advertisement. However the arrangement of the elements, certain general principal should be followed in a good layout which includes are

(i) Balance :- Balance of considerable importance in a layout, it involves combining the various sizes and shape that make up an advertisement.

There are two form of balance  
 (i) Formal . (ii) Informal.

2. movement:- of a print advertisement is to get the readers eye to move through it. The layout should provide for gaze motion.

(3) Unity:- Unity in layout. refers to keeping the elements of the advertisement ~~to~~ together. So that the advertisement does not fall apart.

(4) Clarity and Simplicity :- It is important to make a layout more interesting, Chair must be taken to see that remains simple enough so as not to lose it is clarity and simplicity.

(5) Emphasis :- Emphasis is a good layout should make the advertisement as a whole prominent and also emphasizes certain more important elements. It can be done by following some of the techniques

(i) Repetition :- a headline, an illustration or a trade mark, for example may gain added emphasis if repeated/repeated

Several times.

(b) Contrast :- Another technique is contrast of size color or style in a row of five skaters. all skaters tall with a small boy. at the end the boy would attract attention.

(c) White space :- This is another technique - which should be use very carefully

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#### (b) Stages / Types of layout :-

kind and stages of layout

Kind of layout :- Thumbnail sketches. They are

(i) Thumbnail sketches:- They are small sketches that are used by the art directors to convey the basic layout style and treatment without spelling out small details

(ii) Rough layout :- Rough layout are visual. are prepared for almost for all advertisement. They are the same size as the finished advertisements.

(iii) Finished layout:- The next stage is the preparation of the finished layout. which is work more carefully than the rough which is work layout.

(iv) Comprehensive layout:- A

Comprehensive layout is prepared for a customer <sup>when</sup> they are unable to judge the effect of the finish advertisement by looking at the finished layout.

(v) Working layout:- Working layout are not really layout, but was rather a kind of 'blueprint' (sketch) for production, indicating the exact position of the various element and appropriate instructions for the company.

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~~Stages or format of advertising layout.~~

(i) Picture window:- A large picture dominate the layout much like a picture window, in the front of house.

(ii) Multi panel:- This layout consist of equal size boxes and is

useful for showing several items at a time.

(iii) Split :- This type of layout look as if the page were divided into sections. It can be a visual split vertically, horizontally or diagonally into two or more sections.

(iv) Frame :- When a layout has a border it is called as frame advertisement. The border can be a thick or thin.

(v) Mandrelan :- When there are different size objects to show in the layout using various size of rectangles.

(vi) Picture caption :- Here images are taken from the advertisement copy. This format make it easy for the reader to quickly grasp the image and product information as one unit.

(vii) Cartoon :- Any layout that uses cartoon, illustration as a visual is considered as a cartoon format.

(viii) Big style :- many detail company uses gigantic type to make sure that it is



seen by people.

(ix) Spot colours :- Some layout are black and white. with just a touch of another colour in certain spots.