Unit - 4 - Production of Advertising materials.
Preparation of Layout.

Concept :- Layout may be defined as the arrangements of the various elements of Advertising such as illustration, text matter, product and name of the Company. A good Advertisement is a combination of both. Copy and Art. A copy writer is responsible for the words, that is, the copy, whilst the art director is responsible for the illustration and the Layout. The copywriter and the art director must therefore work closely, as whilst the former visualize the Advertisement, the latter brings the visualization into reality. The Layout must be prepared Separately from the copy and must indicate the kind of type to be used, the amount of space to be apportioned, the border to be used and the exact position of the illustration, if any, to be included. The Layout is a plan of an advertisement and makes the work of the printer easier.

The first step in the preparation of the Layout would be to indicate on a piece of paper the exact size of the advertisement because the slightest mistake in Size may necessitate recomposition. Instruction should be carefully given and should be as complete as possible.

Basic Elements of Layout

The Basic elements of an advertisement which must be considered in drafting the Layout would be

(i) the use of illustrations of the package, the product or people.

(ii) the marking of copy paragraphs as A, B and C in the Layout

(iii) the inclusion of the Signature or the name of the advertiser preferably with his address.

(iv) the appropriate use of Headlines and Sub-Headlines, i.e, the Smaller headlines.

(v) the Coupon if a Coupon is to be used,

(vi) use of price figures which are important
.... the Layout and

MAR 2013
S M T W T F
31   1
3 4 5 6 7 8
10 11 12 13 14 15
17 18 19 20 21 22
24 25 26 27 28 29

of the suggested advertisement
given their physical shape in
the rough layout and
final layout with notes indicating
headline, copy theme, rough,
sketching suggesting the illustration, etc.

Advertising Layout / Advertising Art

The Principals of Layout / Importance of Layout

(1) Purpose and Audience.
(2) Organizing information
(3) Getting their attention
(4) Balance.
(5) Alignment
(6) Repedition
(7) Emphasis
(8) ~~farmix~~ proximity
(9) Contrast
(10) proportion
(11) Hierarchy.
(12) Rhythm.
(12) pattern

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

(1) Contrast :- One of the most common complaints
designers have about client feedback often involves
around clients who says a design needs to "pop"
more. Contrast refers to how different elements
are in a design, particularly adjacent
elements. These differences make
various elements stand out.

(III) Write it like a reporter! —

If your press release looks
and feels like a real
Article, reporters will often just
file it as a story with minimal editing.

(iv) provide some good quotes! — Even if your CEO
is a complete idiot, don't make him sensationalize
one by providing a quota that's a series of Business

(v) Contact your top outlet personality! — In addition to
Sending a press release, personally Contact the
reporter that you really want to cover the story
Send them something personal. You might even
want to rewrite the press release to fit their
beat.

Report Writing! — Here are the main Sections of the
standard report writing format! —

1. Title Section! This includes the name of the
authors and the date of Report
preparation.

2. Summary! — there needs to be a Summary of the
major points, Conclusions, and Reco-
mmendations. It needs to be Short as it is a general
overview of the report. Some people will read the
Summary and only skim the report, so make
sure you include all the relevant information.

3. Introduction! — The first page of the report needs
to be have an introduction. you will explain the
problem and show the reader why the report is
being made. you need to give a definition
of terms if you did not include
these in the title section and explain
how the details of the report are
arranged!

DEC 2013
S M T W T F S
   1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

4. Body?- This is the main section of the report. There needs to be several sections with each having a subtitle.

Information is usually arranged in order of importance with the most important information coming first.

5. Conclusion: This is where everything comes together. Keep this section free of Jargon as most people will read the Summary and Conclusion.

6. Recommendation; This is what needs to be done. In plain english, explain your Recommendations, putting them in order of priority.

7. Appendices: This includes information that the experts in the field will read. It has all the technical details that support your Conclusions.

x pointers to score high in Report Writing.x

1. Use Names and pronouns (I, he, her) when you write about yourself and others at the scene. Avoid outdated expressions like this office and " the abovementioned persons " or 1 official".

There are Certain people who advocate that use of impersonal terminology brings in guaranteed objectives and Accuracy. But It not true.

2. Limit yourself to one idea per sentence:- short, Straightforward Sentences are easy to read, understand and save time for everyone. You will appreciate this time - saving tie when you are reviewing a report to prepare for an important business meeting. Also, the Longer a Sentence is, the more likely to you are to