Print Layout Design

What is print layout design?

The combination of both writing and layout and design

Print Layout Design in Agriculture

Effective communication with print depends on the quality of both writing and layout and design

Good layout and design is based on understanding how layouts effect the audience and having solid skills in design software

Considerations When Designing a Layout

Describe the five things to consider when designing a layout:

Audience –

Whoever will be viewing your layout

Purpose –

The creator’s purpose for developing the document, the audience’s purpose for using the document

Budget –

How much money was spent on the layout

Usability –

Readers use documents for a variety of purposes (reports, proposals, newsletters, etc.). The design should make the document as useful as possible

Appearance –

The document should attract people to read it. Once attention has been obtained, several factors help to hold the reader’s attention
Elements of Print Design Layout

Describe the 12 elements of layout design:

Nameplate –

The banner on the first page, includes name, volume, and issue or date. It may include a graphic or logo and slogan, and should catch the reader’s attention.

Leading –

The space above and below the lines of text, usually 120% of type size.

Kerning –

The space between letters

Headline –

Identify each article in the document and attract the attention of the reader. A bold, sans-serif typeface is preferred. Make larger than body text. Can also use color to unify headlines

Deck –

One or more lines of text found between the headline and the body of the article. The deck elaborates or expands on the headline and topic of the accompanying text

Byline –

The name of the person who wrote each article, be consistent when placing each byline

Graphic –

Including graphs, charts, tables, illustrations, or photos, the purpose of the graphic should be entirely clear and should support the narrative

Caption –

Almost every photo needs a caption (or pull quote) to help make the image meaningful to the reader

Margin –

Ample margins around the outside of the page and around graphical elements
Pull Quote –

Quotation or excerpt from an article that is typically placed in a larger or distinctive typeface on the same page, serving to entice readers into an article or to highlight a key topic

End Sign –

Used to mark the end of a story, it signals the reader that they have reached the end of the article

Body Copy –

The bulk of the layout; keep consistent serif typeface and size throughout

Photo Captions

A photo caption is a short sentence or two describing a photo or illustration

A photo caption should include the five W’s and H