

# DesignTalk3

# Five Design Ideas

“Photo” Graph



Modern Layout



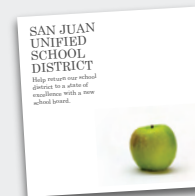
Small Size, Big Impact



Focused Design



Personal Brochure



## Layout That personal connection

Give your next brochure *face-to-face* appeal! Instead of an impersonal logo or acronym, an inviting portrait creates a human connection perfect for those whose work is person to person—consultants, realtors, teachers, a political slate and so on. Simple presentation is key—lots of white space; large, silhouetted images; and clear, unimposing copy.



Beautifully simple cover sets an inviting tone; apple wordlessly says “school.” Type style, size and color are repeated inside; note no text wraps.

**So real you can almost shake their hands, portraits shed the corporate façade and connect directly. The unassuming, 3-panel design conveys approachability and forthrightness. Take well-lit pictures that make eye contact, and pay attention to distance—too close-up and you’ll crowd the reader uncomfortably. Lay out each panel the same.**

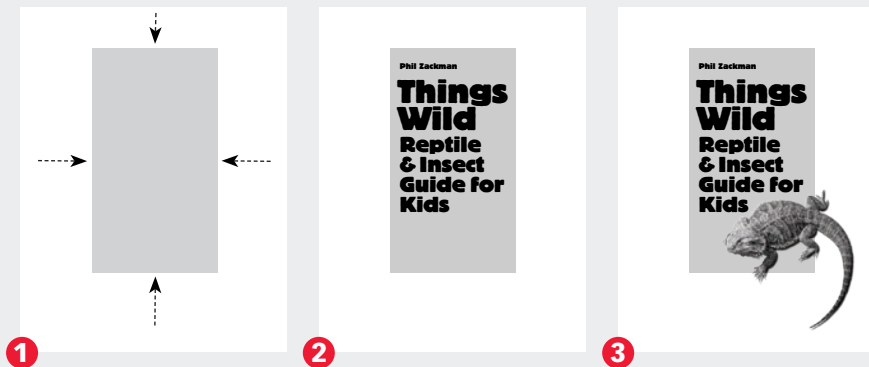
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Designing a whole page can seem daunting—there’s so much space to fill! It’s tempting to scale everything up, up, up and fill it all in. But that’s not design. Here’s a better way to get good results easily. Think *small* and *focused*. Reduce your work area to the middle of the page and design that. It’s much easier, and you’ll get a built-in focal point, too.

Before

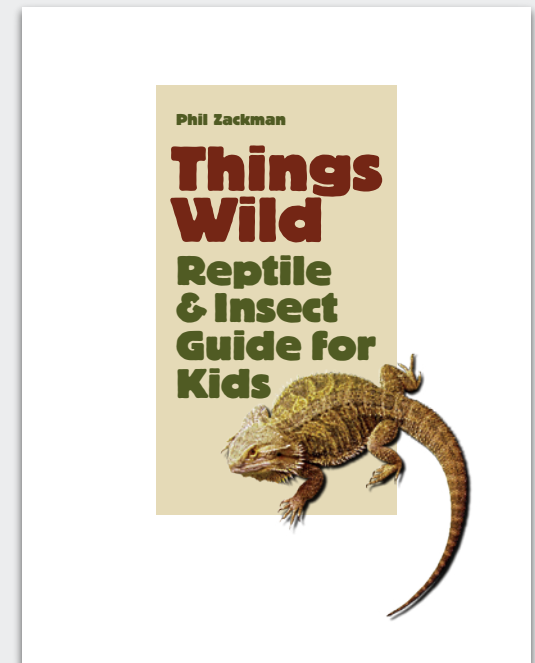


It’s big and bright but not *presented*—the designer just scaled everything up until the space was full. It’s orderly—centered layout makes it easy to read—but it has no visual voice.



(1) **Shrink the work area**, and the surrounding white space brings all attention to the center. Now the job will be easier. (2) **Add the copy**. A fat lizard suggests using a fat typeface (Block Heavy BQ), whose irregular edges mimic his scaly hide and which adds density to the page. (3) **Place the image**. This is where it gets fun. Pull the lizard out of the original photo, and set it on the page overlapping the rectangle. Its organic curves and photographic dimension contrast sharply with the flat, straight-edged field.

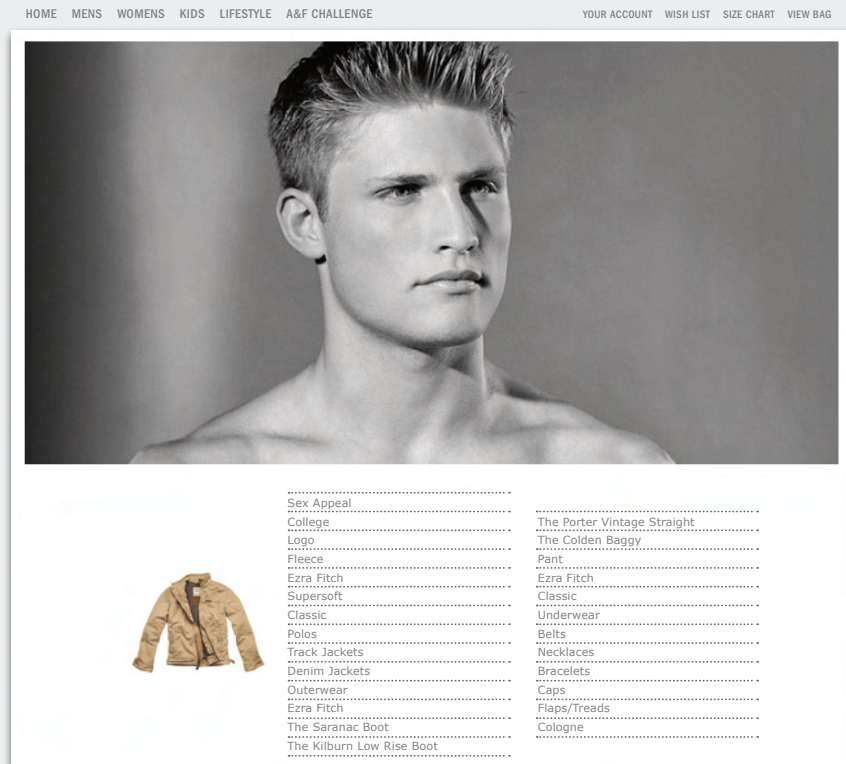
After



## Image Small size, big impact

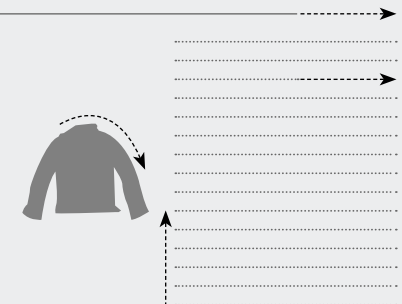
On Abercrombie's Web page below, the black & white image takes center stage, but it's the small jacket beneath it that makes the page interesting:

**Use color and white space to draw attention** (Right) Interesting, isn't it, that the tiny jacket has nearly the same visual presence as the black & white image above it. Why? Two reasons: 1) It's the only thing in color, and 2) it's the only thing in a surrounding sea of white.



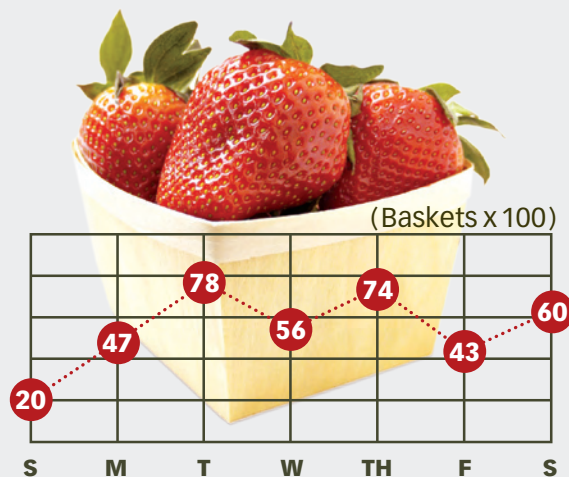
www.abercrombie.com

**Create interest using contrast** The two images contrast in size and color. But all the straight lines also contrast with the jacket's irregular edge (below). Note how its silhouetted form creates a tactile, organic quality that makes you want to pick it up and wear it. Nice.



## Image Design a “photo” graph

Charts are useful for showing trends and relationships, but ordinary rows, columns and lines are so . . . forgettable. Make your next chart engaging and memorable, too, by adding a photographic illustration behind, beside or interacting with the data.



### Strawberry Sales

**Lay the chart atop an image** Strawberry basket illustrates what the chart is about—much easier than visualizing! Red dots sustain the theme.

County School District

### Most difficult subject

PHYS. ED. 28%

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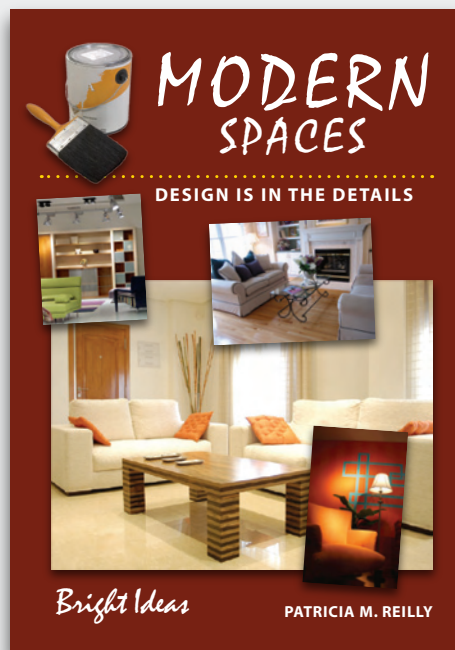
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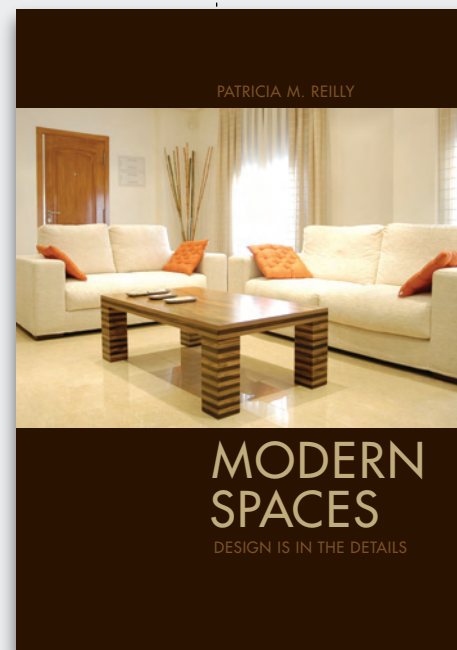
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Before



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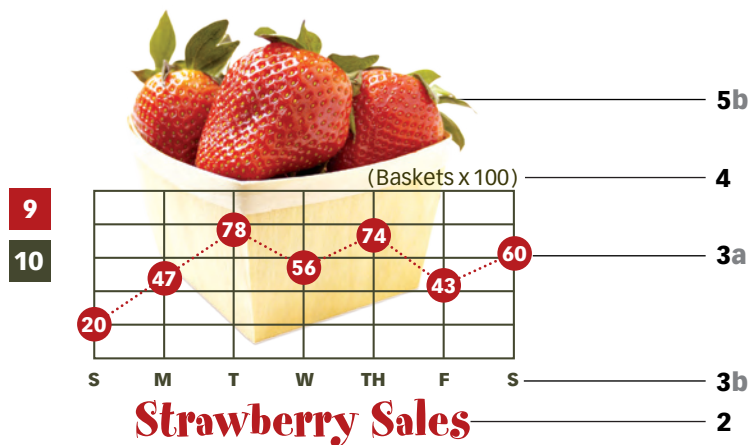
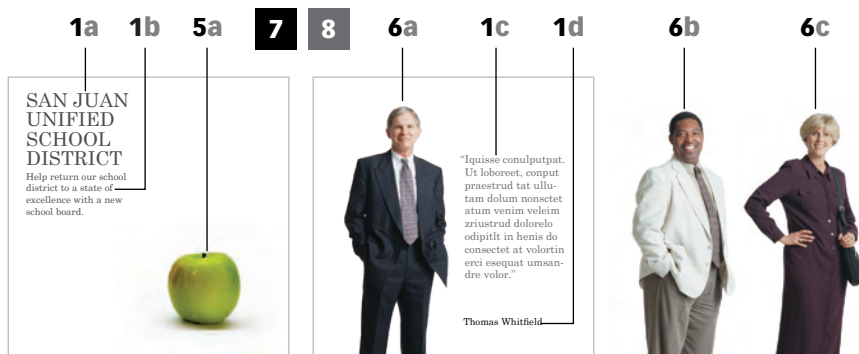


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## Article resources



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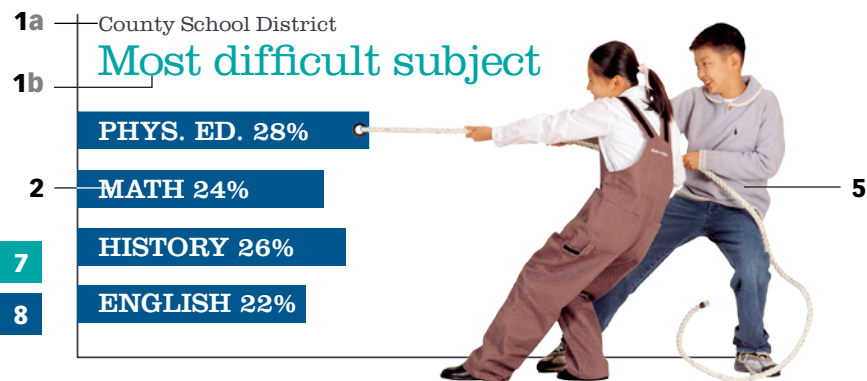
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### Colors

- 7 C0 M0 Y0 K100
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**Gaye McWade** Associate publisher

**Vincent Pascual** Staff designer

**Dexter Mark Abellera** Staff designer

Design advisor **Gwen Amos**

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### For presentation format

[Print: \(Specify pages 1–9\)](#)



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Page Size: Fit to Page

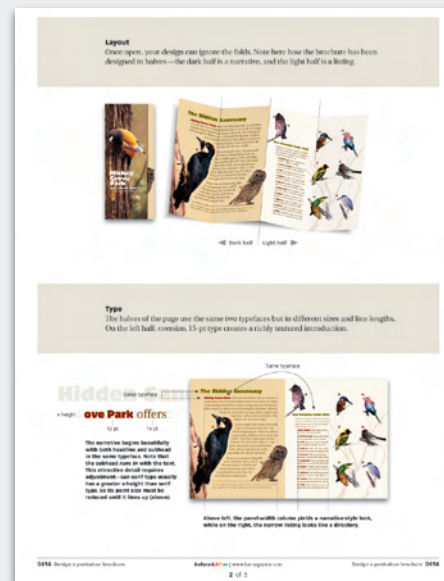


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 11–15\)](#)



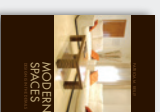
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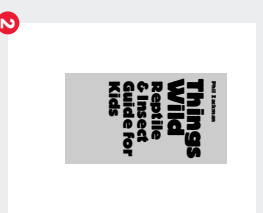
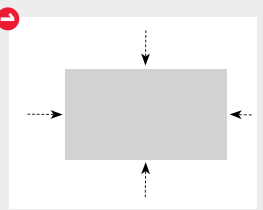
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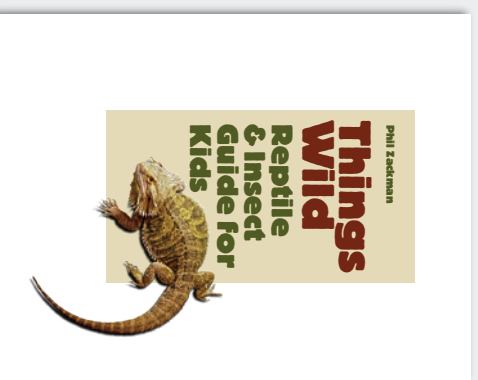
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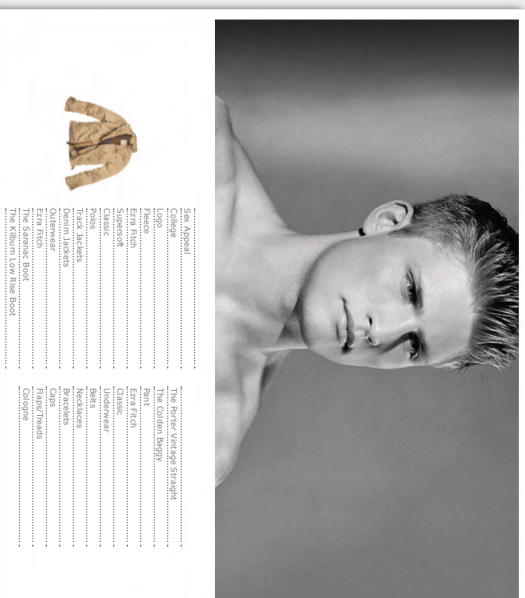
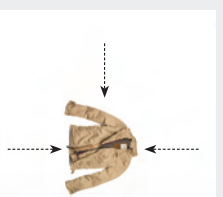
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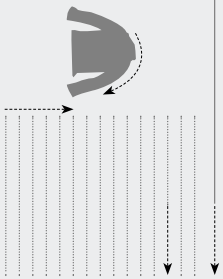
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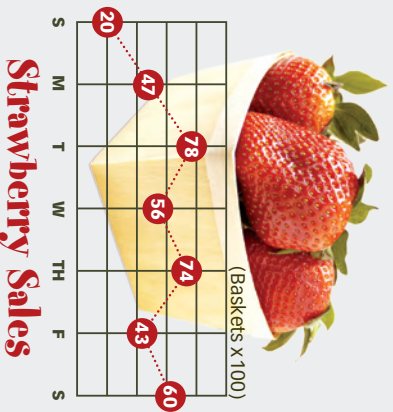
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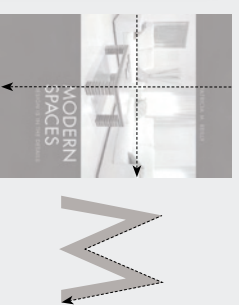
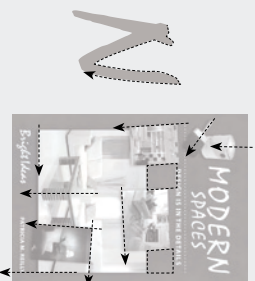
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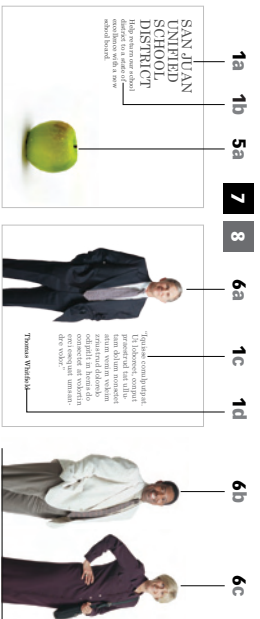
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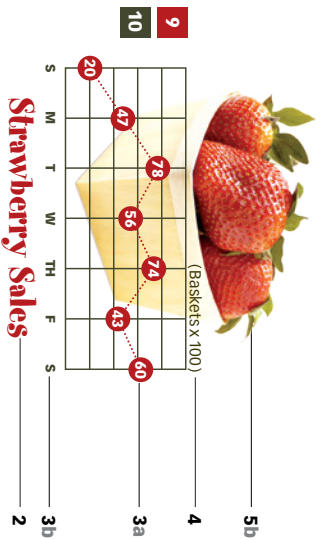
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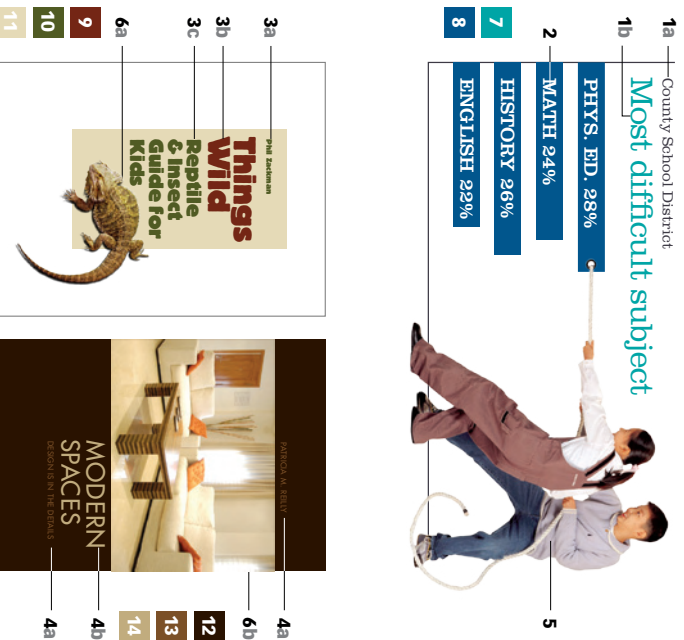
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9 10 5b 4 3a 3b 2

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