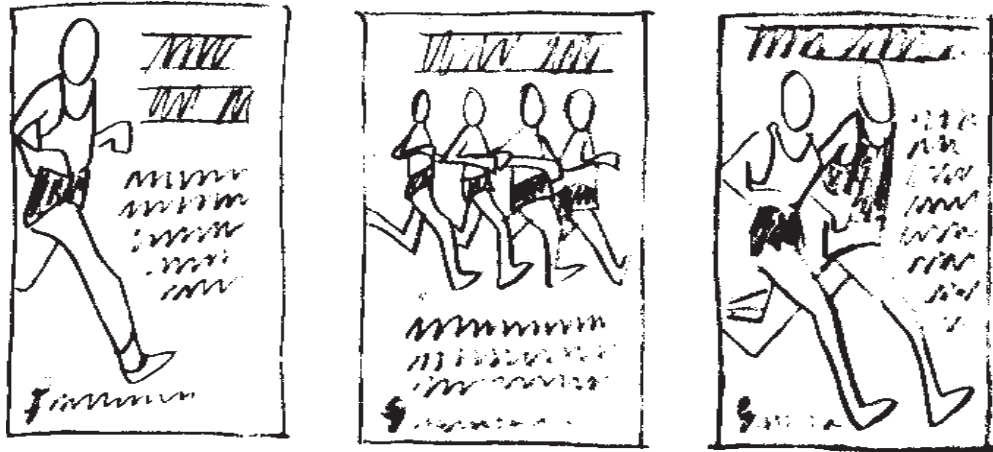


# Electronic Publishing • GCM 217

## Layout and Design

### Thumbnail Sketches

Thumbnails are small simple sketches. These are quickly drawn using symbols to represent elements. Detail is not important. Each thumbnail is used to explore a different layout idea or to rearrange elements to obtain the best layout.



Illustrations are from *Graphic Communications; The Printed Image* by Zeke Prust

### Rough Layouts

When one thumbnail is selected for development, the rough layout is drawn. The rough is drawn accurately to size, with each element showing the amount of space and position it will occupy. Body copy is not lettered in, lines are drawn to illustrate size and space. Headlines are lettered in, but need not be an exact representation of the chosen type face. The size and type faces of all type are to be marked outside the layout area. Illustrations should be roughly sketched and described outside the layout area. Any other design characteristics, such as colors and reversals, are to be indicated on the rough layout.



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## Layout and Design

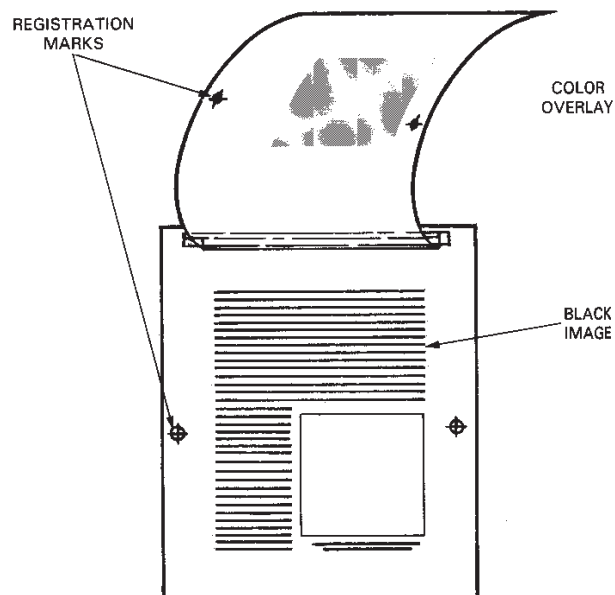
### Comprehensive Layout

The comprehensive layout is made to obtain the customer's approval for the job. The comprehensive is made as much like the final product as possible. Headlines will be shown in the type face to be used (they may even be typeset). Body copy is still only represented by lines. Illustrations should be accurately shown. The final colors should be used, even the final paper maybe used. Instructions and specifications are not to be marked directly on this layout.



### Mechanical Layout

The mechanical is the camera ready layout, it may also be called a paste-up. All type and line copy should be pasted to a base sheet marked with crop, trim and folding marks. Continuous tone and full color copy are provided separately and their positions created by blocks of red stripping film (rubylith). Overlays and a cover sheet should be taped to the mechanical. Instructions are written on the translucent cover sheet.



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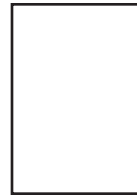
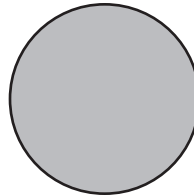
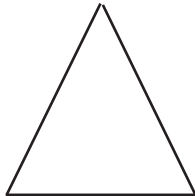
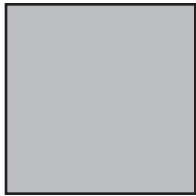


# Electronic Publishing • GCM 217

## Layout and Design

# Proportion

A design concept which expresses an element's relationship of length to width



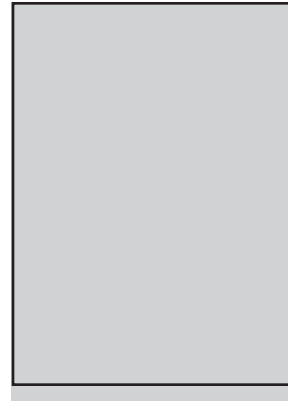
**Golden Oblong**  
**3:5**



**Regular Oblong**  
**2:3**

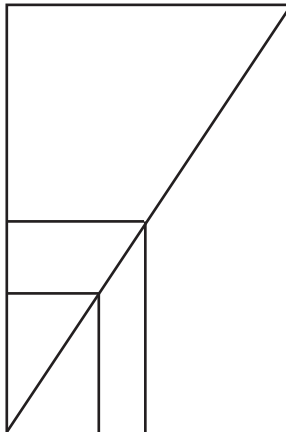


**8 1/2 X 11**  
**proportion**



**Metric Standard Page**  
**A4 = 210 X 297 mm**  
**A4 = 8.27 X 11.69 inches**

**Diagonal Line**



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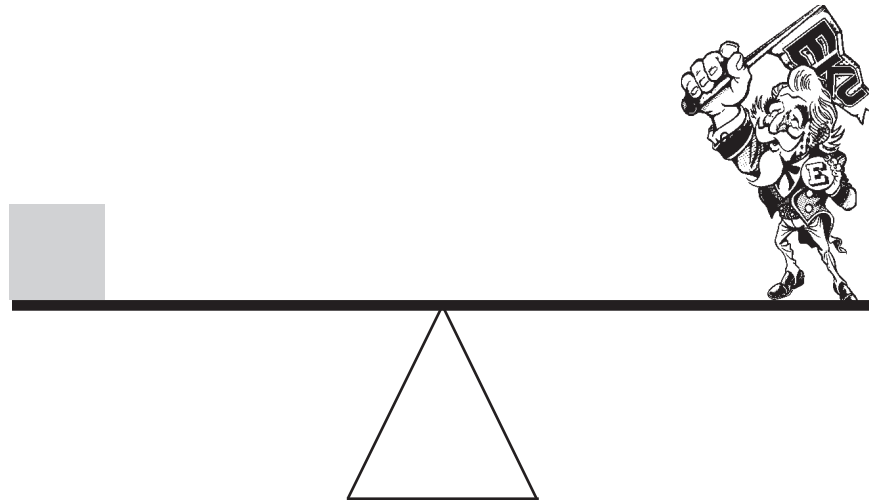


# Electronic Publishing • GCM 217

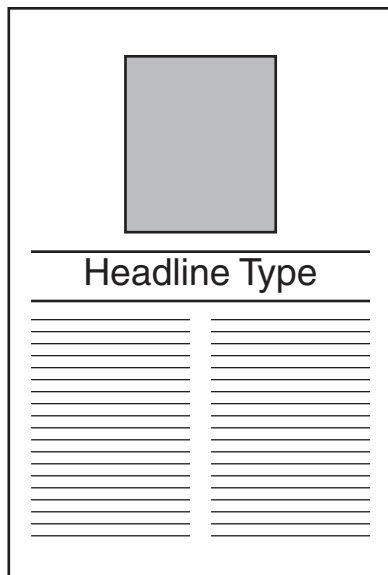
## Layout and Design

### Balance

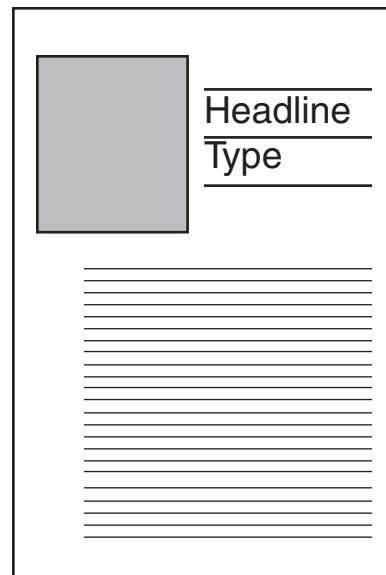
A design concept in which elements are equally or symmetrically positioned.



**Formal Balance**  
**Bisymmetrical**



**Informal Balance**  
**Asymmetrical.**



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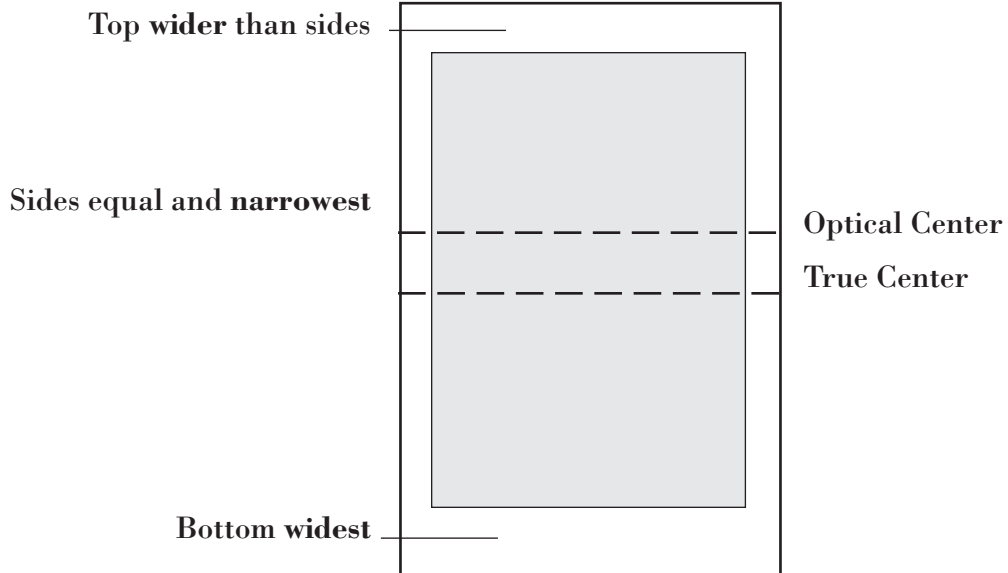
# Electronic Publishing • GCM 217

## Layout and Design

### Margins

The area of space around a group of design elements.

#### Single Page



#### Double Page

The width of the gutter (both inside margins) should be approximately the width of one outside margin.



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