

Marketing Mod 6 Part 5

Basic Design Eight Column

Student's Name: _____

Often the first design element that you begin with when designing a spread is a dominant photo. This image sets the tone for the page and determines how the entire spread will be laid out. Finding a way to do this effectively is really a skill that takes practice.

Instructions:

Look at 2021 Basic Design Eight Column PDF or PowerPoint for background information.

Three grid sheets are included below. Use the first grid to sketch the design exactly as it is done on the PDF or PowerPoint. Use the other two grid sheets to draw the two designs on slide 9 of the PowerPoint or PDF. The red blocks represent copy such as headline, body copy, and captions. The black boxes represent photos and the orange is white space on the spread.

Depending on your adviser, you can create these designs using your Online Design or InDesign program or using the sketches at the bottom of this handout. You may even want to use the grid sheets. Use eight columns (slide 2) if you like or just use the grids to help align the elements on the spread. The important thing to remember is to begin with your eyeline and dominant photo.

Check for:

- Eyeline (20 Points)
- Consistent internal margins (20 Points)
- No trapped whitespace (20 Points)
- Bullseye Basics: *pictures – copy – whitespace* (20 Points)
- Dominant photo in center (20 Points)

Design 1:

[illegible]

Design 2:

Page Heading				Page Heading			

Design 3:

