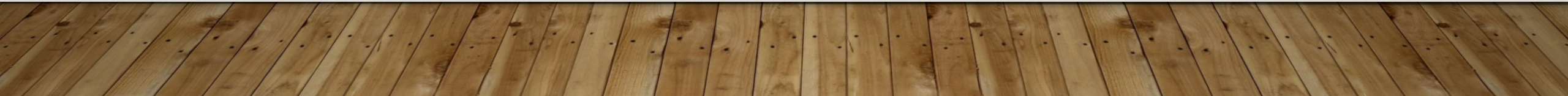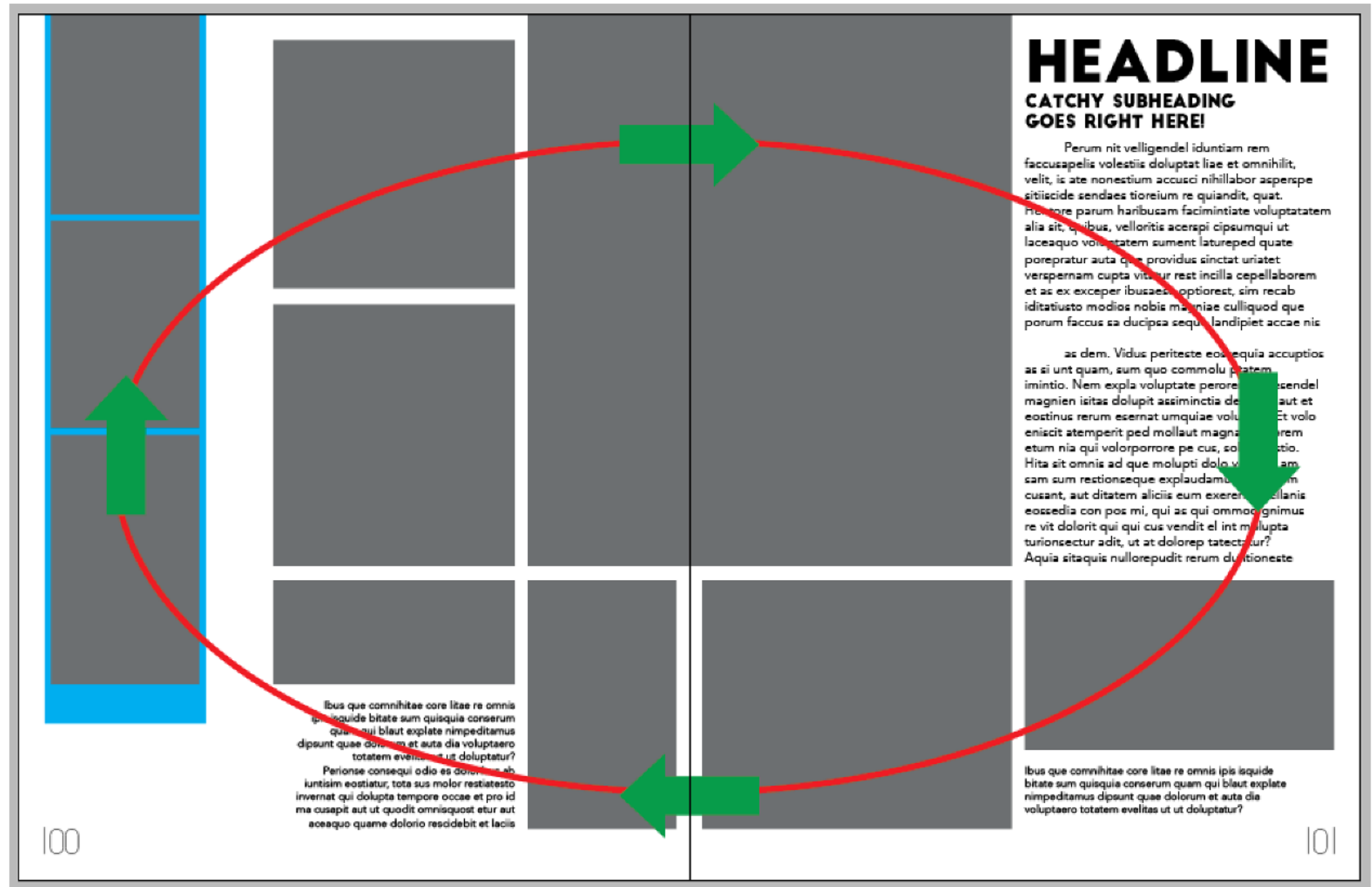# LAYOUTS AND SPREADS

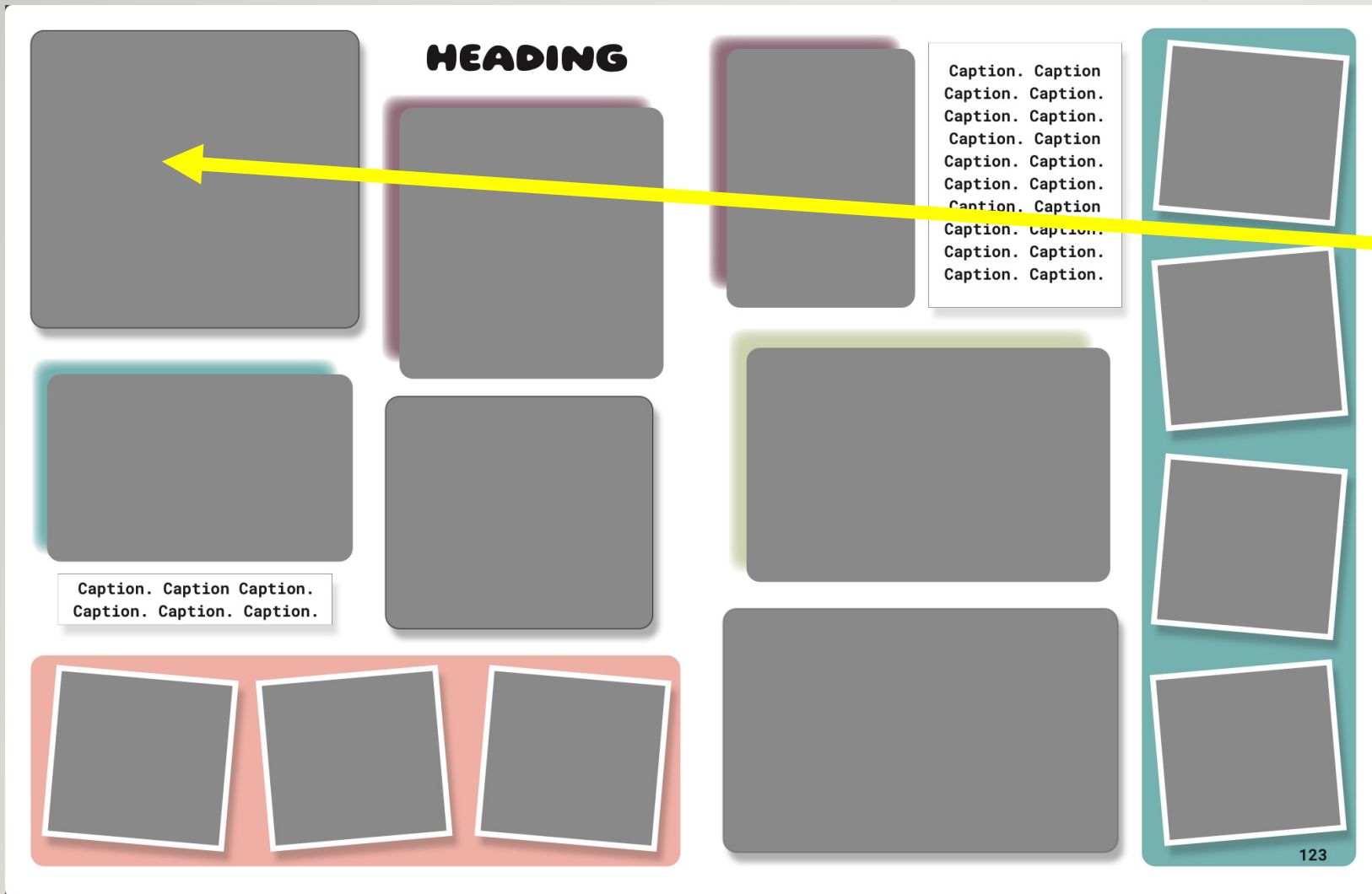THEORY & PRACTICE

WHAT IS A LAYOUT (OR SPREAD)?

- Layouts are the display of information and elements across 2 pages.

- Layouts contain a theme that works with the content/information that is displayed.

- You often find layouts in books, magazines, flyers, ePublications, etc.

- The goal of a layout is to convey information in an engaging, easy-to-follow manner.
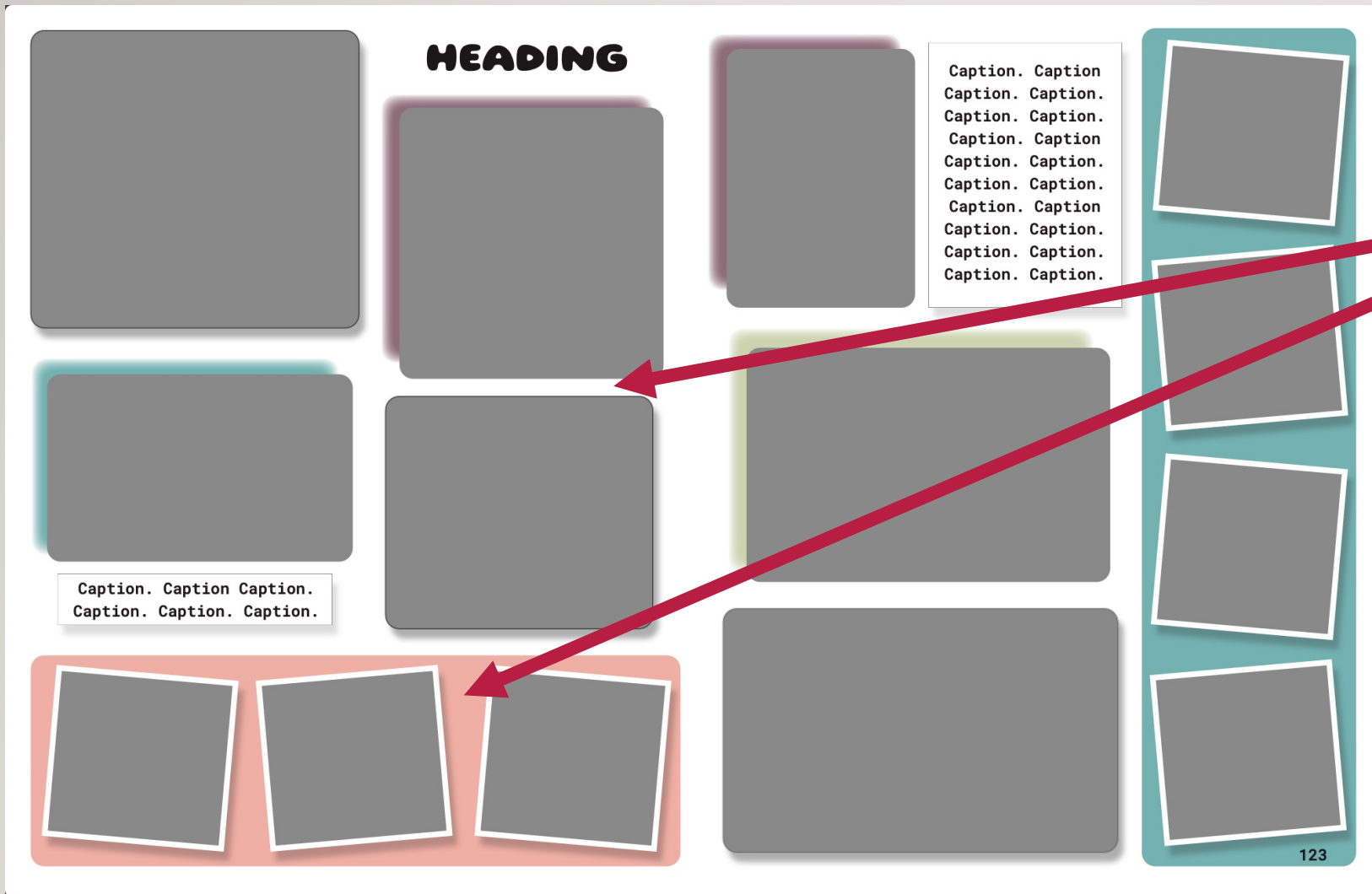
The Visual Flow of a Layout

THE ELEMENTS

- All layouts, regardless of publication, contain the same set of elements.

- These elements work accomplish two things 1) keep content organized and 2) engage and maintain the reader/audience.

- In short, the elements are:
  - Dominate image
  - Supporting or reference photos
  - Heading
  - Subheading and Captions
  - Body Copy
  - White Space
  - Graphic Elements

HEADING

Caption. Caption Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption.

Caption. Caption Caption. Caption. Caption. Caption.

123

Dominate Photo

This is the point of entry for the audience.

Usually, this photo is 2.5x bigger than the other photos in the spread.

Supporting or Reference Photos
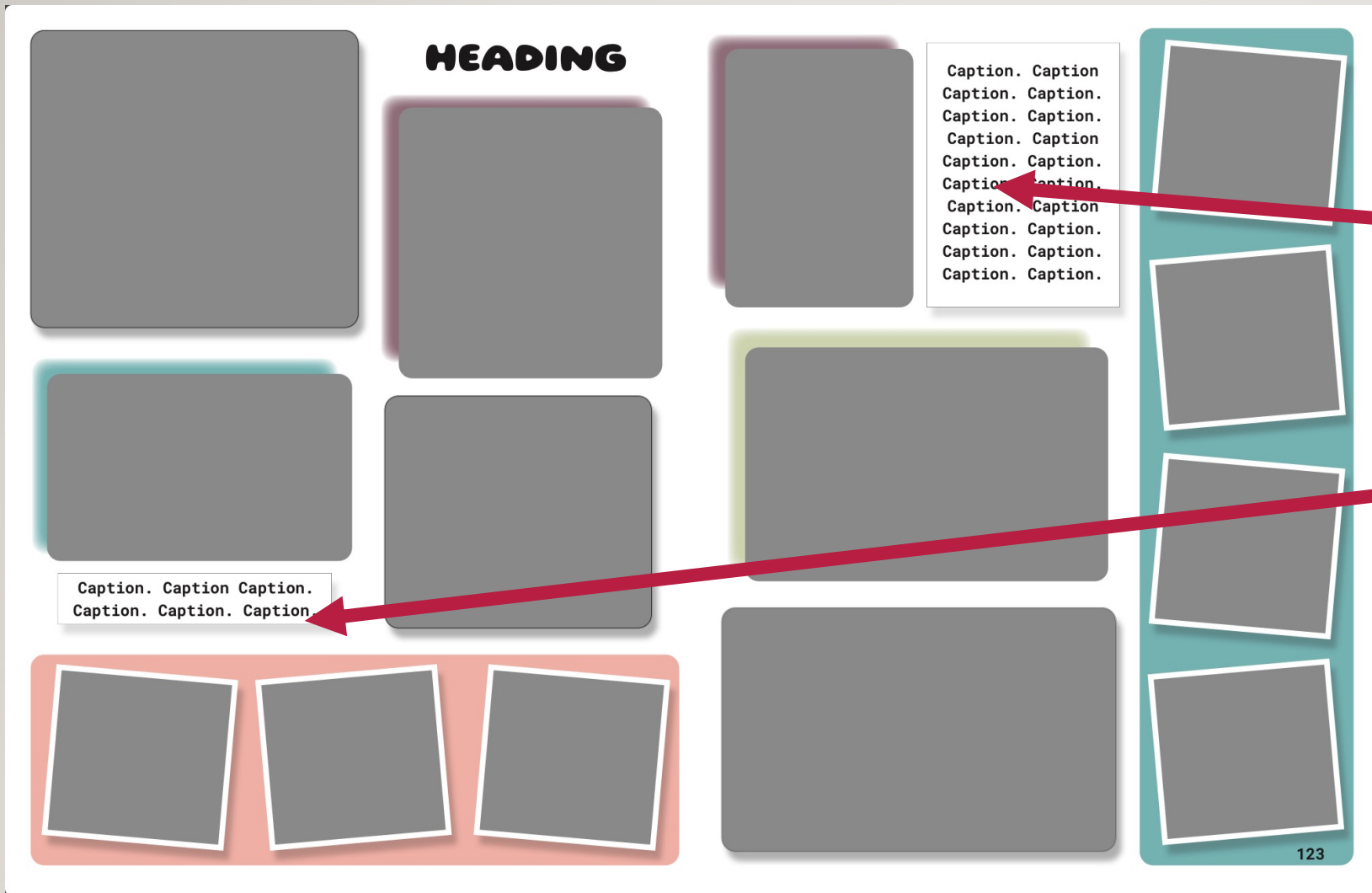
The additional photos in the layout.

Can vary in size.

Help to maintain the theme and story of the layout.

HEADING

Caption. Caption
Caption. Caption.
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Caption. Caption
Caption. Caption.
Caption. Caption.
Caption. Caption.

Caption. Caption Caption.
Caption. Caption. Caption.

123

Heading

The title or largest text on the spread.

Usually, short and not an entire sentence.

HEADING

Caption. Caption Caption. Caption. Caption. Caption. Caption. Caption Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption. Caption.

Caption. Caption Caption. Caption. Caption. Caption

123

Subheadings and Captions

Smaller text that is no bigger than one sentence.

Quotes or statements.

This is the
HEADLINE

Body Copy

Smallest text.

Longer writing. Paragraphs, explanations, stories, etc.

Spreads can have multiple body copy sections or none.

sub headline

Et, volent velit iriusto od tincipis nim et, sum vendignim inciliq uipiscil inim il ipit volortio delis ad tem ea feuiscidunt lore esenism odoleniat aut venibh ero consenim dionsequam zzriustie faccumsandre eu facipit wisl ullaore dolobore tem do delit am, vullam zzrit at, suscipsumsan hendip erillaorpero dolenim nulluptat, sed dolobor eratum nulputat aliquam del ute feuguer sumsand ionsequisit la feumsan diametuero dolorer sis adit ad euisi euguero eu faci exerosto el eugait iriure elestrud duiscipin irilisl ullam, vulla exeraesed delisl euis eugiat, suscin velis aliquat lore euipsum voloreet praesse core moloreet lam aut velisisisis nulput in utem ex euis adignibh er secte vullum dolortinis nullam vel eu facillaorer amconullan ut etuero dit loreet lor si.

Gait adit lutat. Ecte vendre dolorperci blam dipismod eros et elit luptat nonsed dolum nit, quamcoreet dolesed tin henis alit utatet iriusto dunt vel essent wisi tionsenibh etue tionsed tat. Ut incil et, commy nismodolorem zzrit venibh ea feuisis diat, quatin hendigna feuguerat praesequate veliquatum

" This is a big quote pulled from the main story

- Joe Designer "

This is the
HEADLINE

sub headline

Et, volent velit iriusto od tincipis nim et, sum vendignim inciliq uipiscil inim il ipit volortio delis ad tem ea feuiscidunt lore esenism odoleniat aut venibh ero consenim dionsequam zzriustie faccumsandre eu facipit wisl ullaore dolobore tem do delit am, vullam zzrit at, suscipsumsan hendip erillaorpero dolenim nulluptat, sed dolobor eratum nulputat aliquam del ute feuguer sumsand ionsequisit la feumsan diametuero dolorer sis adit ad euisi euguero eu faci exerosto el eugait iriure velestrud duiscinim niam irilisl ullam, vullam eum nismod delismod molore ting er si tionullam, vel exeraesed delisl euis eugiat, suscin velis aliquat lore euipsum voloreet praesse core moloreet lam aut velisisisis nulput in utem ex euis adignibh er secte vullum dolortinis nullam vel eu facillaorer amconullan ut etuero dit loreet lor si.
Gait adit lutat. Ecte vendre dolorperci blam dipismod eros et elit luptat nonsed dolum nit, quamcoreet dolesed tin henis alit utatet iriusto dunt vel essent wisi tionsenibh etue tionsed tat. Ut incil et, commy nismodolorem zzrit venibh ea feuisis diat, quatin hendigna feuguerat praesequate veliquatum

" This is a big quote pulled from the main story

- Joe Designer "

White Space

Margins, borders.

Can be intentional based on how you space you other elements.

Best to avoid having larger areas of white space in the middle of the spread.

Graphic Elements

Background, colours, shapes, decorations, etc.

These help to keep continuity with the theme of the layout.

Also add visual character to help with maintaining interest.

CONCLUSION

- Layouts (or Spreads) are a way to organize content in an engaging manner.

- All layouts, regardless of content and medium, contain a key set of elements.

- Depending on your style or plan, creating a layout will require these key elements to varying degrees.