

Basic Layout Concepts

TYPOGRAPHICAL HIERARCHY

Displaying unique text hierarchy can attract and keep your viewer's attention.

In the following exercise, devise 5 or more half-page ads each one utilizing unique type strategy.

For now, keep these sketches as rough “thumbnail” designs, but remember to keep your work neat, organized, and in a recognizable and comprehensive format. Divide your pages into equal divisions following the specs supplied below. Tape down the sketch paper; use t-square and ruler to create even lines. Utilize any medium you wish to convey your ad's message.

Items to consider:

What simple grid formula will enhance the layout of the ad?

What sense of motion can be created from the material supplied?

What contrasts can be created knowing only gray scale tones are an option?

What will be your first point of emphasis for the text?

What words/phrases or letterforms can be enhanced to attract attention?

What alignment will benefit your design concept?

What rule lines, geometric shapes, and textures can enhance the design?

black/white ad will appear in newsprint weekly newspaper

Dimensions: half page: 10" wide x 5½" tall.

Javahut Coffee presents a new chicory blend for Mardi Gras 2008!

Bring Home the Flavor, Mista!

body copy:

From Jackson Square to your kitchen, an unique blend of the original chicory coffee. This New Orleans traditional roast—a local favorite since 1908—can be your own. Proceeds from this year's profits will benefit charities in the region in need of financial help, due to difficulties brought on by Hurricane Katrina.

Revitalize the Crescent City.

108 West Durham, New Orleans, Louisiana 70461 • 504.641.4246 • www.coffeeisking.com

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