

LAYOUT

BASIC ELEMENTS OF LAYOUT

There are six visual elements which you should be aware of:

1. The Background
2. The Foreground
3. Any Negative Space
4. Any Objects/Graphics
5. Any Type/Text
6. Any Images

Understand that every visual should have an effective layout, which is more or less a Strategic Placement for the visual. In addition, objects and type are aligned purposefully.

THE BACKGROUND

The background is the visual foundation behind any foreground elements (e.g. objects, type, etc). The background is always behind everything.

THE FOREGROUND

The foreground includes any elements (e.g. objects, type, etc) which appear In-Front of the reader.

ANY NEGATIVE SPACE

Negative space, sometimes called white space, refers to the empty or blank areas on the page.

Page margins, indentations, and alignment are all fuel for negative space. Moreover, controlling the page setup and indentations on a word processing or visual design program will help to create more space or less space.

OBJECTS/GRAPHICS

These are any objects or graphics which are placed in the foreground or background.

TYPE/TEXT

Type or text may be used in the foreground or background.

IMAGES

Images are more or less photographs or digital images which are placed into the layout, and they are found in the foreground or used as a background.