

Professional Publishing

Session 4: Setting up the page

References

- Paul Honeywill, Daniel Carpenter, *Digital magazine design with case studies*
- Leonard Koren & R. Wippo Meckler, *Graphic Design Cookbook*
- Jeremy Leslie, *Issues: New Magazine Design*

Traditional publishing

- Demarcation defined who did what
- Multiple specialisms
- Part of design would be a calculation of copy-fit/cast-off so that the number of pages could be established
- Then typesetters set the text to fill the defined space
- Cut and paste to create the pages

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Digital technology

- Allows more complex page design
- Less discernable underlying structure
- Use Master Pages to create structural elements such as margins, running heads, page numbers, aka page furniture
- Use a Grid to define a framework where elements can appear, e.g. headings, body text, images and white space

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Structural issues

- Create a functional, accessible and entertaining look
- Use the 'plumb line' from the cover logo to divide initial pages
- Subsequent pages use a regular layout
- Use Master Pages in DTP program to maintain consistency

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Page grids

- Divide page into regions that maximise picture size and word flow
- Ensure readability by placement of text on the page

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Gutter and margins

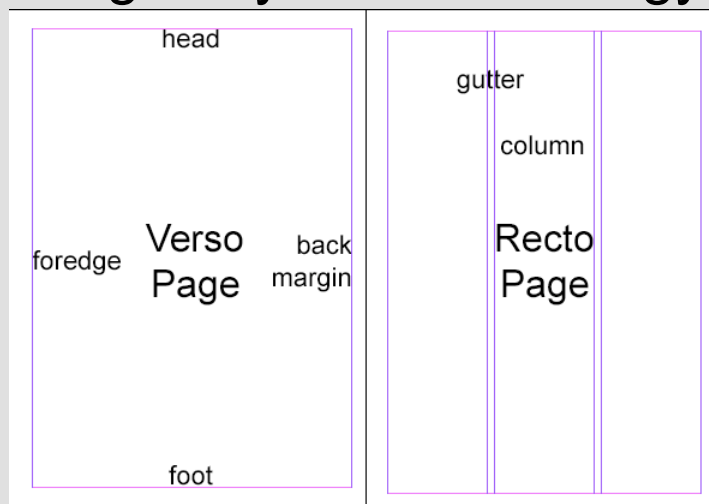
- Dimensions take account of paper stock for both the cover and inside pages
- Which determines size of spine
- 'Creep' can occur in folded publications
 - InDesign can set a 'Creep' value to maintain a consistent look and feel

- Design Structure examples
<http://www.graphic-design.com/DTG/Design/airman/airman.html>

Spreads

- Magazine pages viewed as pairs
- Need to ensure that the inside margins are not too large
- The two inner margins should balance the outside margin

Page Layout Terminology



- Hierarchies for magazines (LH/verso page)
 - Smallest at 3 o'clock (increase anti clockwise)
 - Larger at 12 o'clock
 - Then larger again at 9 o'clock
 - Largest at 6 o'clock
- RH/recto page
 - Smallest at 9 o'clock (increase clockwise)
 - Larger at 12 o'clock
 - Then larger again at 3 o'clock
 - Largest at 6 o'clock

- Jan Tschichold's classic proportions
 - Margins follow 2:3:4:6 (inner:outer:top:bottom)
 - Page is 2:3 (width:height)
 - Avoids static balance
- Most DTP programs are preset to equal margins
- Can avoid static balance by minor differences (even just millimeters) in margins

Columns

- Dependent on page size (format)
- Optimise width of column with suitable font and font size to aid readability
- 8-10 words per column width on a 'busy' multi-column page
- 10-12 words per column on a page with fewer columns interrupting the eye

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Traditional measurement systems

- Points
- 12 Points per Pica-em
- 6 Pica-ems per Inch
- Hence 72 Points per Inch (6picas x 12 points)
- Em is equivalent to two zeros
- En (half of an Em) is equivalent to one zero

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Line spacing (Leading)

- Depth of line can affect 'colour' of the page
- More spacing adds white space
- Balance type size, length of line and leading
- Long lines of text need more leading
- Leading for lines of 10-12 words defaults to 120% of the type size

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- If body text is 10pt then leading is 12pt (Point size + 20%)
- Not applicable to headings and display text where leading should be edited
- Set headings and display text with less leading. Can even use a setting less than the point size.

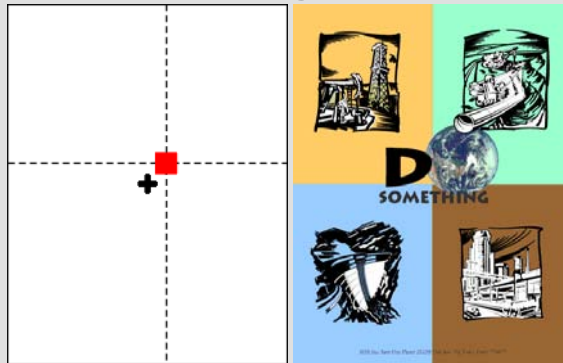
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Where is the 'Centre' of the page?

- Visual centre is slightly to the right and above the mathematical centre



http://desktoppub.about.com/cs/pagelayout/qt/visual_center.htm

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Eye movement across a page

- In print, there is a classic Z movement. Designers use this knowledge to place elements on the page.



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Gestalt Psychology

- Reader tries to form relationships from what is seen
- Consider the number ten in a pack of playing cards. Ten squares in a series is seen as the number, but random squares are seen as having no form and are not representing a number
- Items that are close and organised merge to form an element
- “The whole is greater than the sum of its parts”

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