DEVELOPING PRINT ADVERTISING- II

PRINT AD LAYOUTS

DEVELOPING PRINT ADVERTISING LAYOUTS

- Ad layout – is a *sketch* that show the general arrangement and appearance of a finished ad

- Indicates the position of the headline, illustration, copy and signature

- Effective ad design and layout starts with a clear understanding of a project's goals and written content.

- Headlines, body copy and assorted visuals must already be figured out before you begin

BASIC DESIGN STRATEGIES

- Keep your layouts simple

- **Create Unity**

    – Have one central focus or focal point where the eye has the tendency to concentrate on which is usually the visual or even the headline.

    - **Create Contrast**

        - – Using contrasting sizes, shapes, lines, typestyles and figures draw attention to key items you want to emphasize

- **Create Emphasis through Proportion**

    - – Important ideas or figures should be emphasized by making them larger, bolder, brighter or essentially different from the main components of the rest of the ads.

Company Logo

HEADLINE

Body Content or Photo

# 1. COMPONENTS OF EFFECTIVE AD LAYOUTS

- Prepare in exactly the same size as the final advertisement
- Illustrations large enough to show the product in use and grab attention through size, humor or dramatic content
- Contain a focal point
- Z layout—Dominant item on top, follow Z pattern

2. USING COLOR IN PRINT ADVERTISEMENTS

- More realistic and visually appealing – commands reader's attention

- Increase readership by 80% in newspaper

- Increases effectiveness but also increases cost

- Select colors for your product and target market

COLORING DESIGN STRATEGIES

- Black and white is boring. Color is
- EXCITING.
- Excessive color detracts from copy
  - – Color works because of its contrast with non-colored areas; use it in one or two
  - strong clustered areas rather than scattering it through out your ad.
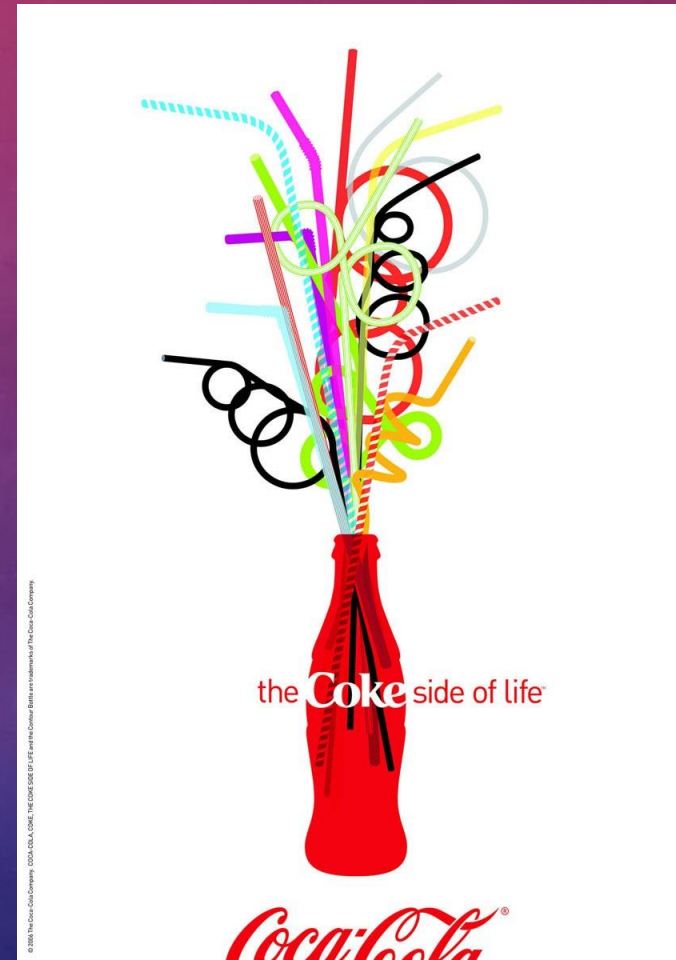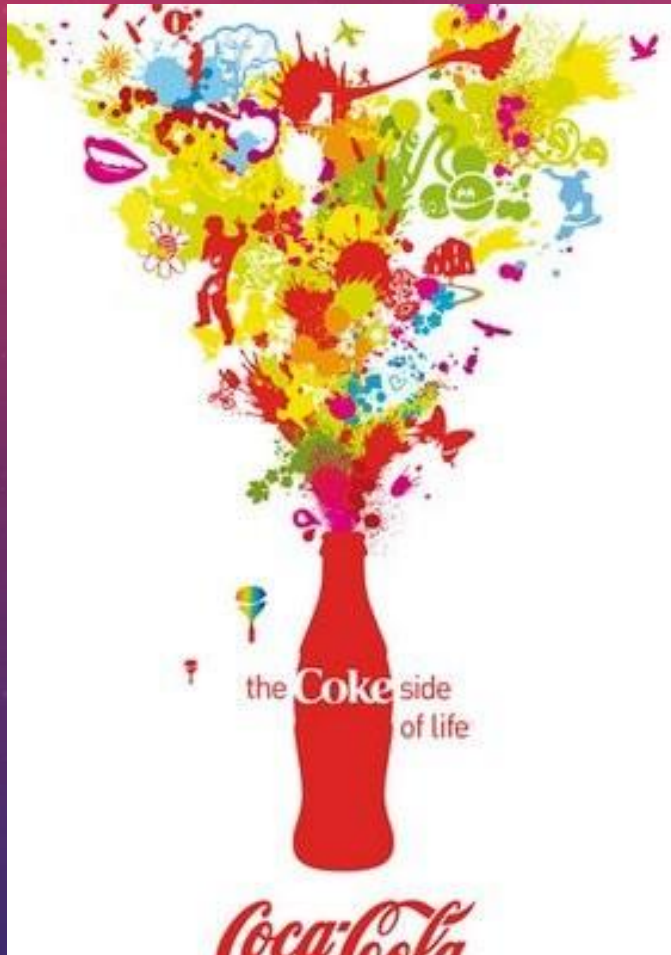
- Choose the right background color

  – Gray is the best all-around background for color photography.

  – Black provides strongest contrast and brings out colors.

  – Backgrounds should be absent of strong colors.

Effects of Colors

| COLOR	SUGGESTS	COLOR	SUGGESTS
Black	Unknown; Evil; Strength; Heaviness	Light Green	Freshness; Crispness
Blues & Green-ish Blues	Winter; Coolness (of ice, snow and water)	Maroon	Luxury: Solidity; Quietness
Dark Blues	Royalty; Haughtiness; Formality	Orange	Warmth; Action; Power; Fall
Dark Greens	Cheapness; Coldness	Red	Heat; Excitement; Passion; Love; War; Danger; Strength; Power Summer; and other ideas connected with action, energy, the sun and blood (red is a good color to use in a sale ad)
Deep Reds, Purples & Gold	Riches; Quality; Stateliness; Royalty		
Green	Growth; Life; Envy; Spring; Youth; Coolness	Sky Blue	Serenity; Peace; Calmness; Youthfulness; daintiness
		Soft Dusky Hues	Mystery
Hot Pinks, Reds & Yellow	Joy; Gaiety (and the festive character of parties, celebrations and parades)	White, Light Blue & Light Green	Coolness; Purity; Fidelity; Goodness; Innocence; Youth; Cleanliness; Chastity
Light Browns (and other earthy tones)	Fall; Simplicity; Wholesomeness; Aging	Yellow (yellow is the most luminous color in the spectrum)	Brightness; Airiness; Refreshment (yellow gets lost on white paper, so surround yellow areas with a border of a darker tone)

COLOR DESIGN STRATEGIES
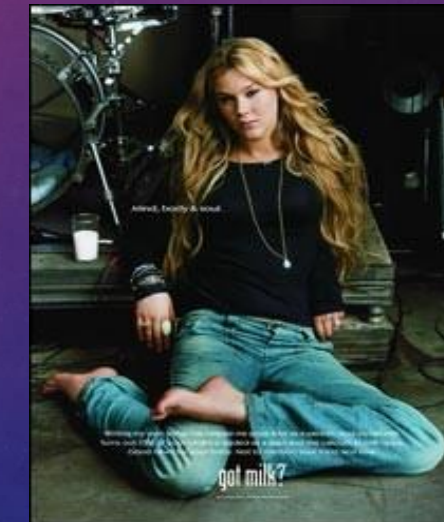
3. SELECTING TYPEFACES AND TYPE SIZES FOR PRINT ADS

- Select styles and type sizes that are distinctive appropriate for business and target audience
- Typeface – the look and appearance of the type

- Readability comes first, Style or visual appeal second

- Use the right kind of typeface:
    - For headlines, prices and phone numbers:
        - Sans Serif: Arial, Century Gothic
    - For body copy
        - Serif: Times, Courier, Bookman Old

Headlines and Body Copy Design Strategies

- Typestyles
  - *Italics or slanted*: project a feeling of action, speed or progressiveness
  - UPPERCASE LETTERS: conservative, larger than life and give a feeling of formality.
  - lowercase letters: friendly and down-to- earth
- Never use ALL CAPS in body copy or in cursive font (*MONOTYPE*)
- Drop shadow-give typeface a three- dimensional look
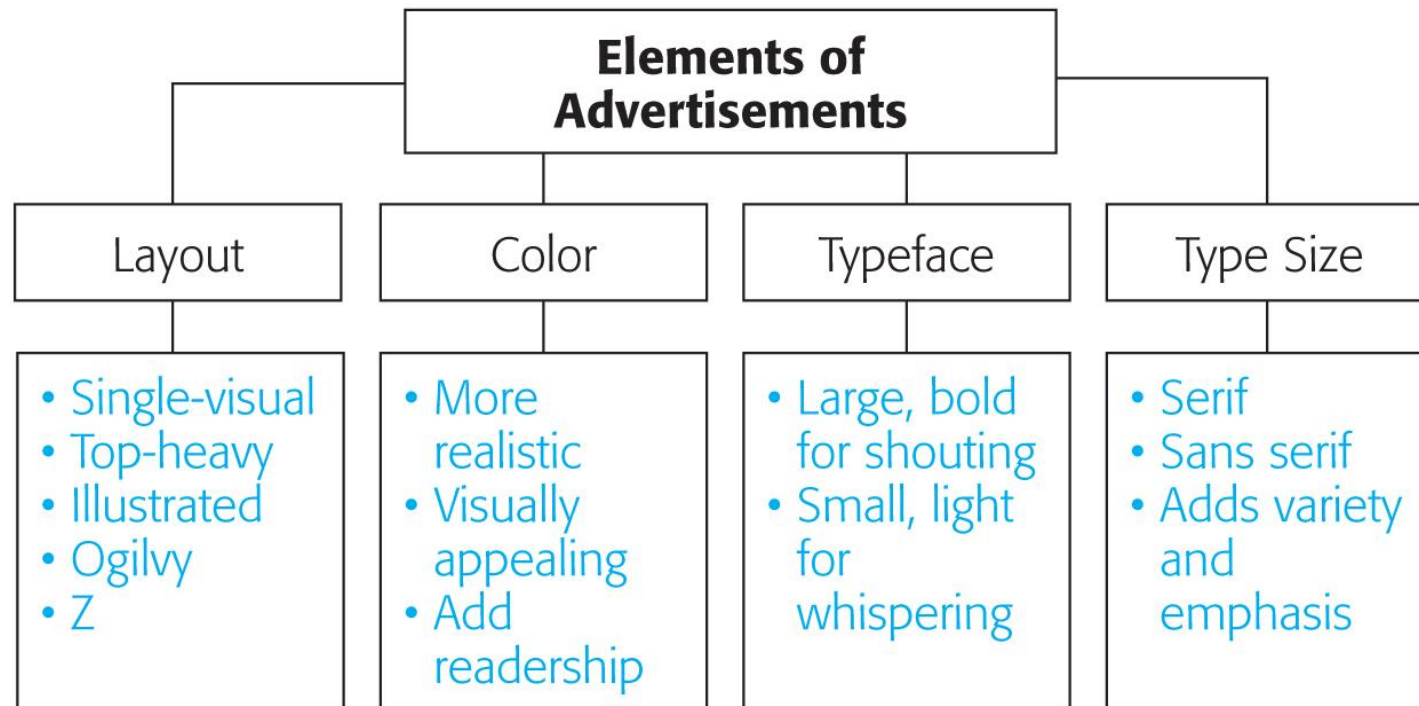- *Script*-feminine, convey lots of personality

Headlines and Body Copy Design Strategies

- **Bold letters**-masculine

- Thin o r Lighter Letters-feminine

- Use the type size appropriate to the content of the copy

- Avoid too many typefaces. Limit typeface and type size to 3 or 4 only.

ADVERTISING LAYOUT

Graphic Organizer

Facts About the Elements of Advertisements

Elements of Advertisements

Layout	Color	Typeface	Type Size
• Single-visual • Top-heavy • Illustrated • Ogilvy • Z	• More realistic • Visually appealing • Add readership	• Large, bold for shouting • Small, light for whispering	• Serif • Sans serif • Adds variety and emphasis

4. CHECKING ADVERTISING PROOFS

<u>Advertising Proof</u>: Shows *exactly* how an ad will appear in print.

- Is the ad bold enough to stand out on a page?

- Does headline arouse interest?

- Is the signature obvious and distinctive?

- Typeface & type size easy to read, send the correct image?

- Is it appropriate for target audience?

ADVERTISING LAYOUT