

THE

3

POINT

**Design 4 Brochures
Posters &
Flyers**

LAYOUT

PATTYANN

THE **3** POINT LAYOUT

Design 4 Brochures, Posters & Flyers

By Patty Ann

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First, what is a 3 Point Layout?

A 3 Point Layout is where you use something using 3 major features.

This means there are 3 main focal points on a page.



What is the point of 3 points?

Let's look at how you read. Foremost your attention is grabbed by larger fonts, color, and sizes. Notice, your first glimpse of this page is probably focused in on the numbered circles right?

Text, we read from top to bottom; left to right. Using 3 points you can direct readers attention to read all the information presented.



What can be used for a point?

Anything you want to draw your reader's attention to gets a point. You need to determine what 3 items are most important. Is it information? It is a picture? The points can be anything > a photo, a drawing, a bullet point, information such as dates & times, titles or sayings > yes, anything can be a point!



How do you determine a layout?

A 3 Point Layout is very flexible. Sometimes the best way to design is to play with items and put out paper mockups of type and pictures and place them physically on a page in different positions. Work with the items until the design feels right!

What points determine the best emphasis?

Your flyer information will give you ideas for the best arrangement and for what to use for your points. If you are making a pet poster, then the points will be a title of the pet and your pet's picture. If you are making a school dance then your title, a picture of the band, and the time, date, and place will be important.



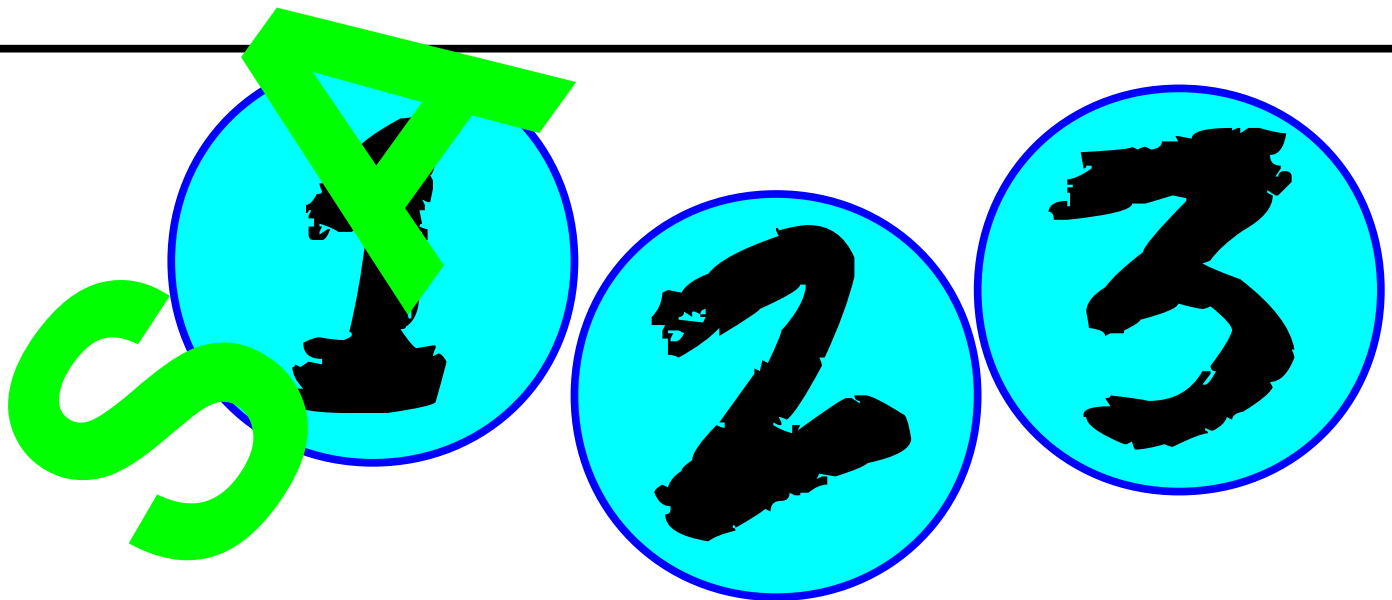
How do font size affect a 3 Point Layout?

Yes, fonts need to be appropriate to the theme. For instance, a circus poster may use a decorative font for the title. The other information would go in an easily read font. All items should be sized to be seen and appropriate to the format. Use larger, bold type sparingly, like for the main points. Do not over do it as it can be hard to read.

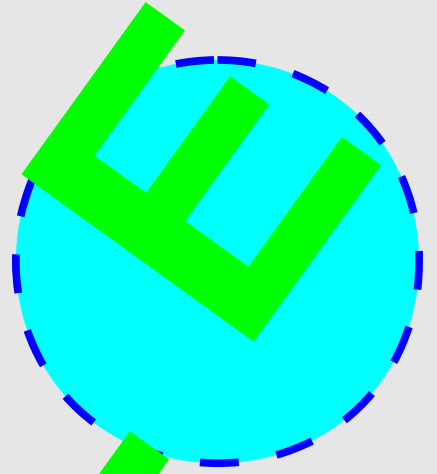
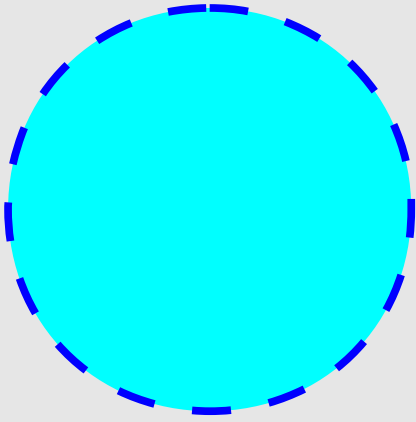


THE FOLLOWING PAGES
ARE 3 POINT LAYOUT
TEMPLATES

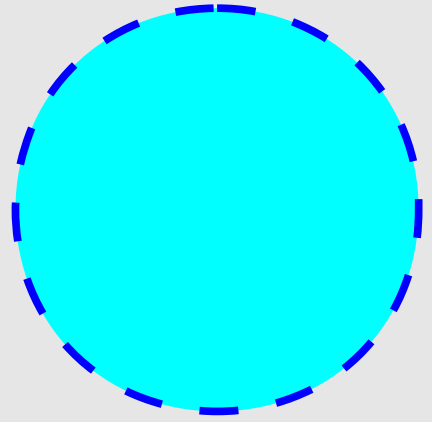
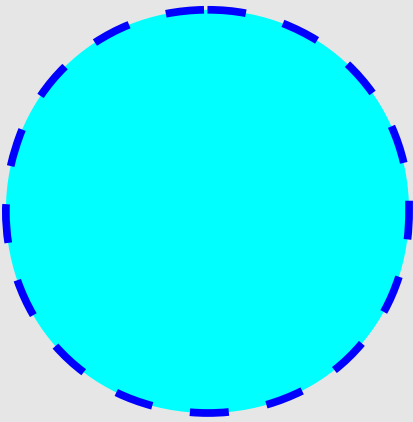
FOLLOW THE RULE OF THIRDS ~
3 SECTIONS + 3 POINTS
= A GREAT LAYOUT!



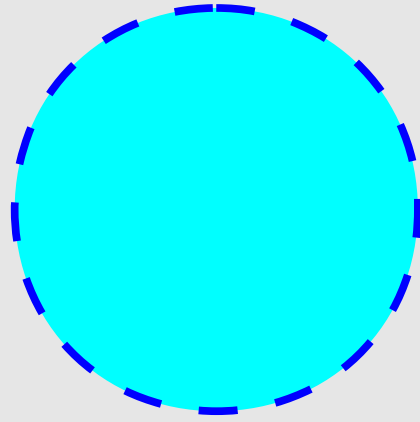
Place #1 Left, Right or Center



Place #2 Left, Right or Center



Place #3 Left, Right or Center





EXAMPLE

L

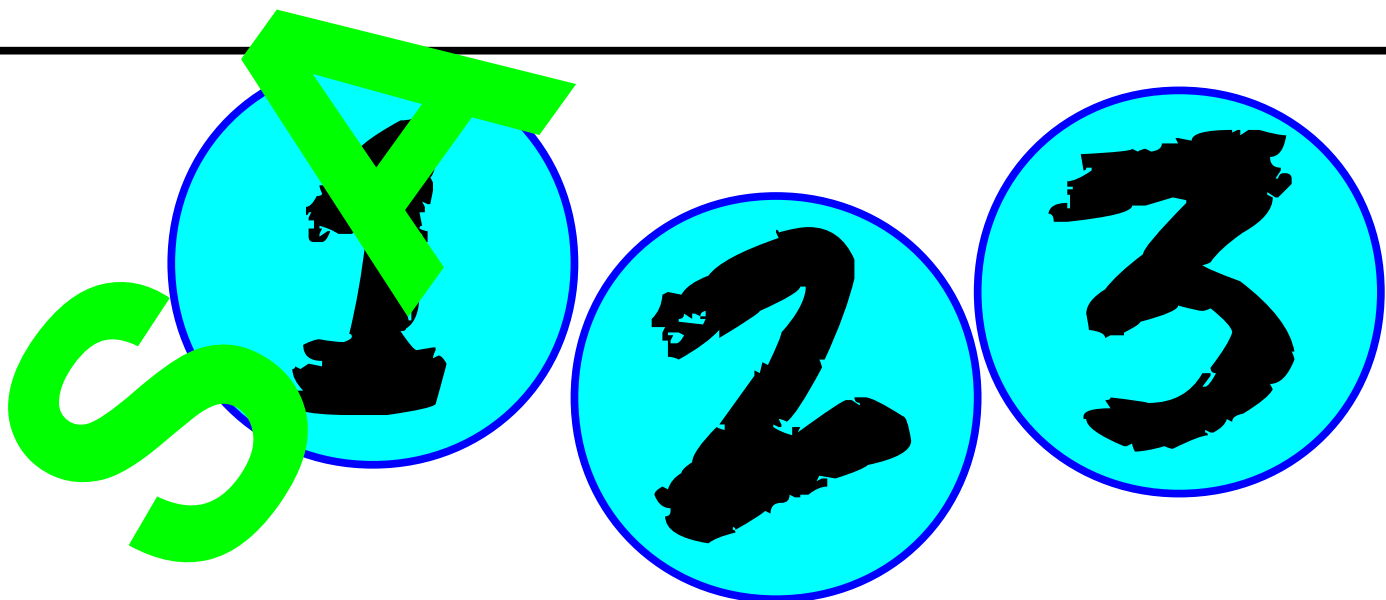


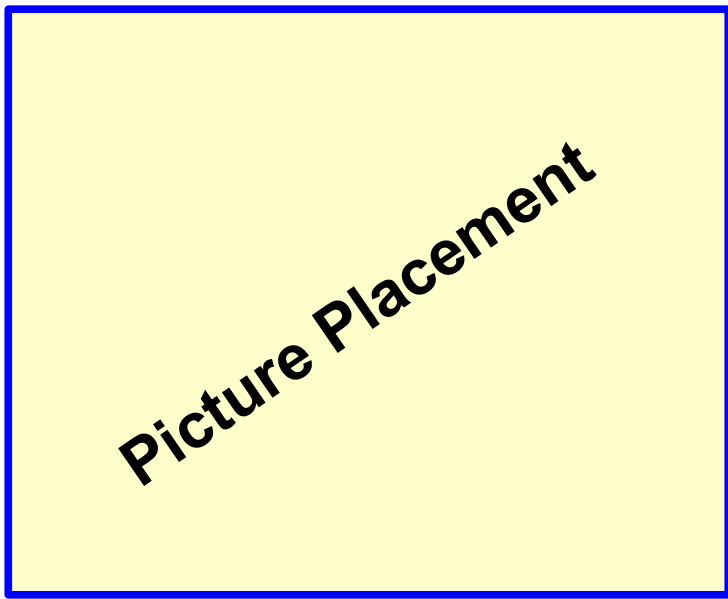
SAMPLE



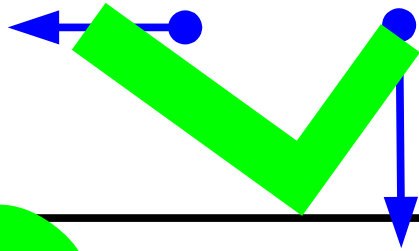
THE FOLLOWING PAGES
ARE IDEAS FOR
HOW TO USE MOCKUP
TEMPLATES

AGAIN FOLLOW
THE RULE OF THIRDS ~
BUT REMEMBER RULES ARE
MADE TO BE BROKEN!

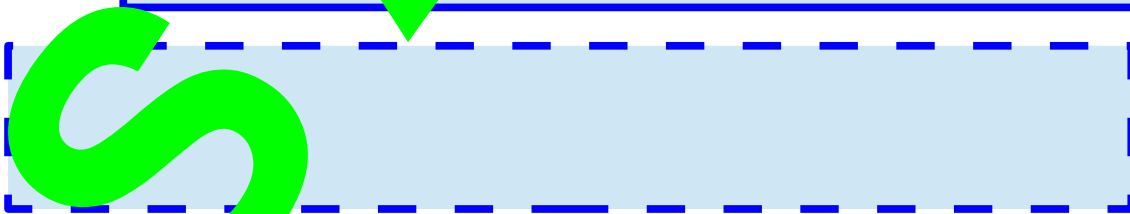
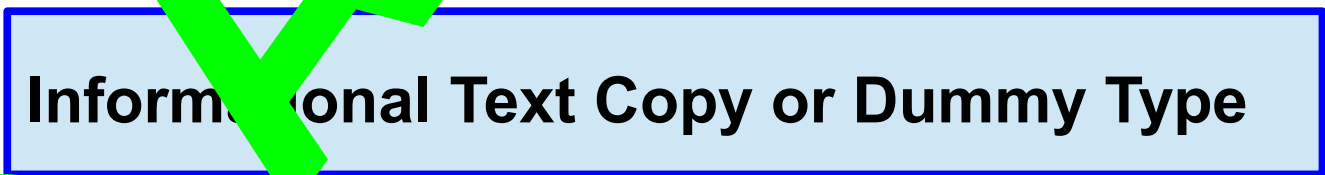
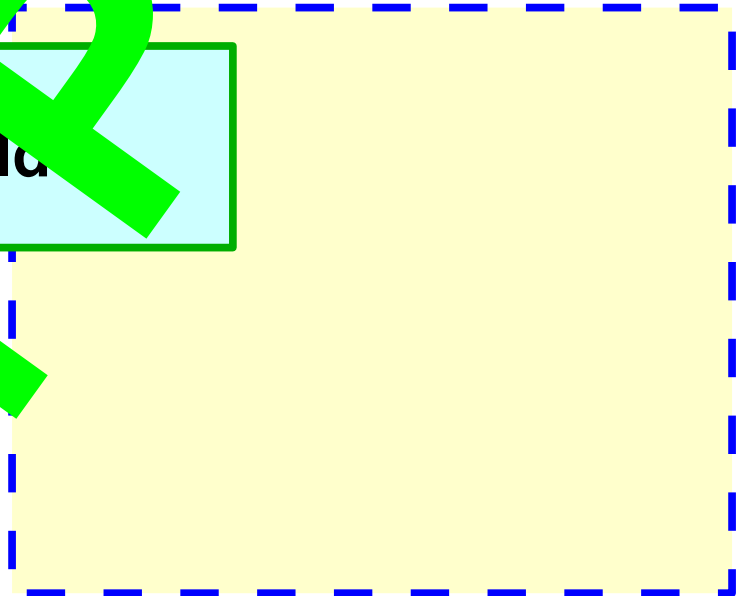




Cut out a piece of paper and locate photo here or there.



Cut out a strip of paper to create heading in 1st or 2nd spot.



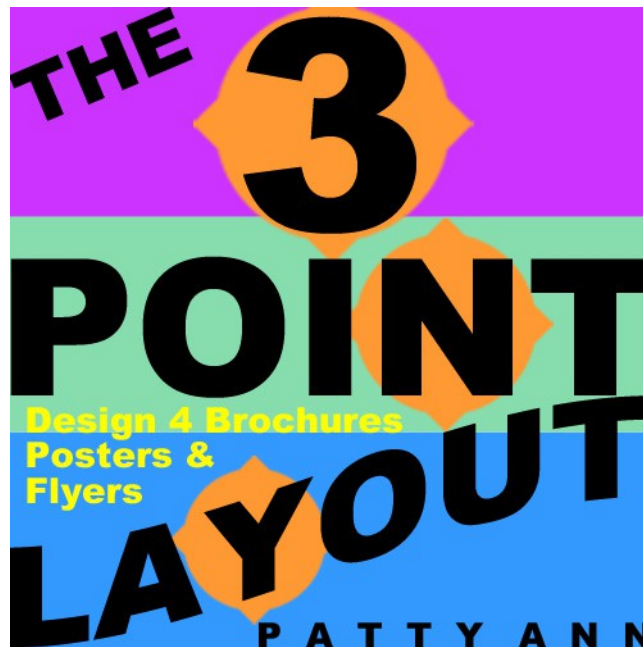
Cut out a strips of paper for the content copy. Locate them also!



Thank YOU for Previewing

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