

THE 3

POINT

Formats For Page Design

LAYOUT

PATTY ANN

THE 3 POINT LAYOUT

**Formats For Page Design
Brochures, Posters, All Media**

By Patty Ann

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First, what is a 3 Point Layout?

A 3 Point Layout is where you design A page using 3 major features.

This means there are 3 main focal points on a page for media, print pieces such as Business cards, or pamphlets.



What is the point of a point?

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 probably focused in on the numbered circles, right?

Next, 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. You can cut 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 lost pet poster, then the points will be a title of "LOST" and your pet's picture. If you are advertising a school dance then your title, a picture of the band, and the time, date, and place will be important.



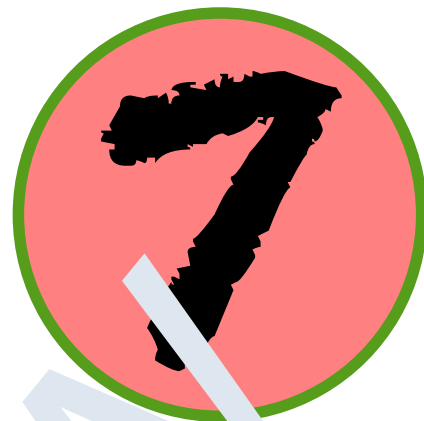
Does font size affect a 3 Point Layout?

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.



How does color fit in?

Color is not necessary, but it does add eye appeal and gets noticed first. Color spots grab attention. Using color with certain font types maybe difficult to read so experiment to see what works best for visibility. A good guideline is to use color where it counts!



Keep it simple!

For everything you design, start simple. Use one or two fonts and sizes, one or two colors and then use the 3 Point Layout. Remember less is more. If your layout looks to busy, go simple!



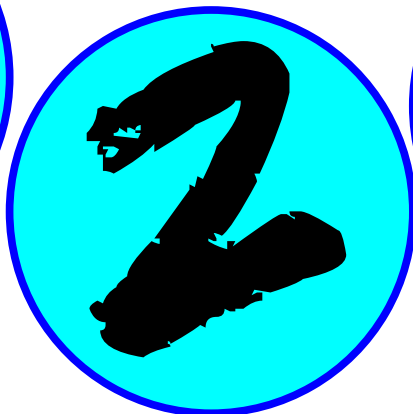
Explaining this packet...

The next pages describe how to make your own 3 Point Layout. This book contains many pre-made templates. These ideas are suitable for any 8-1/2 x 11 page design layout such as for flyers, posters, and brochures. Notice, the 3 Point Layout has been used throughout this entire guidebook!

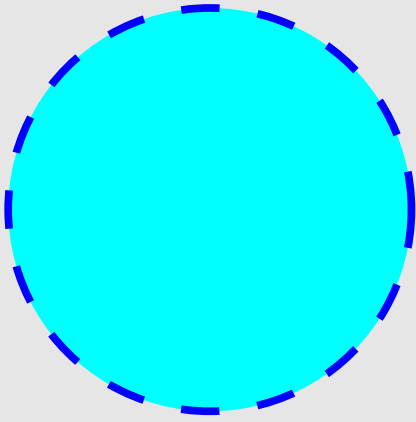


THE FOLLOWING PAGES ARE 3 POINT LAYOUT TEMPLATES

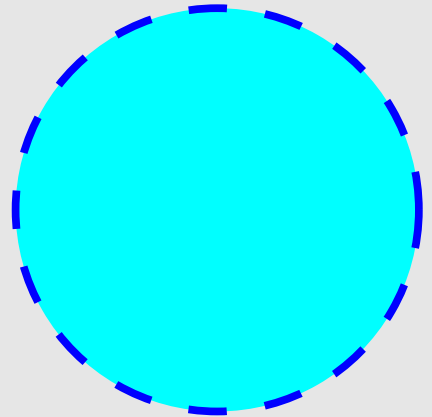
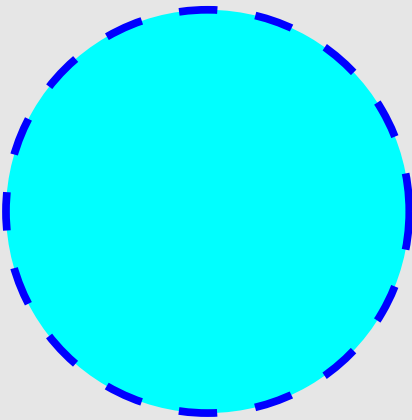
FOLLOW THE RULE OF THIRDS ~
3 SECTIONS : 3 POINTS
= A GREAT LAYOUT!



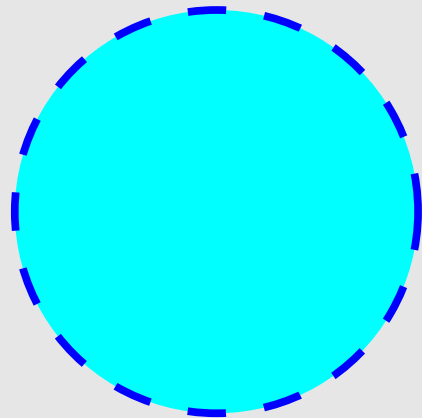
Place #1 Left, Right or Center



Place #2 Left, Right or Center



Place #3 Left, Right or Center



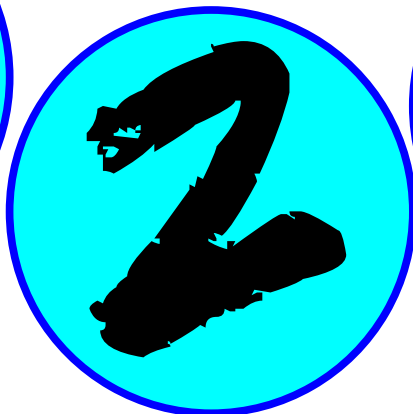


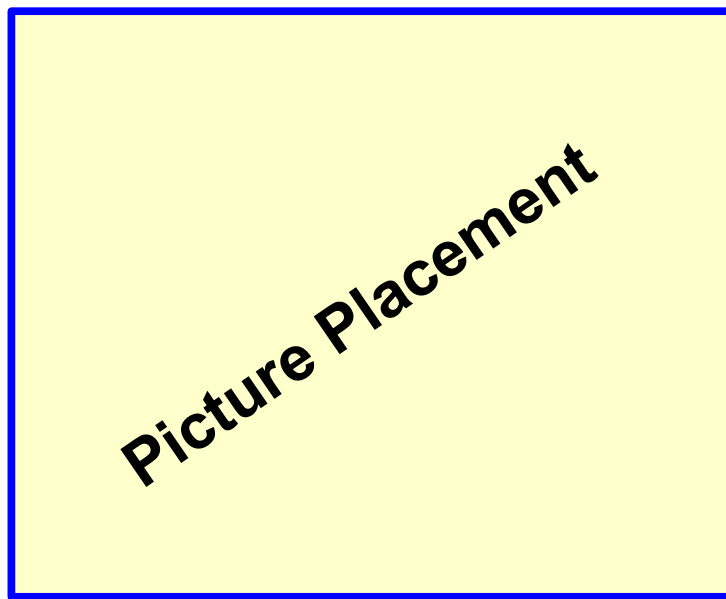
EXAMPLE A



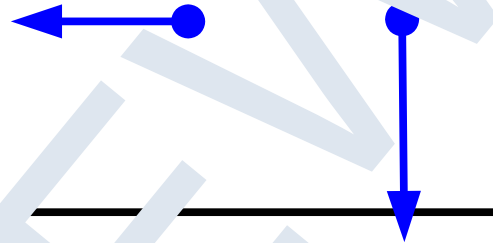
THE FOLLOWING PAGES ARE IDEAS FOR HOW TO USE MOCKUP TEMPLATES

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

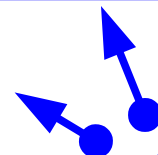
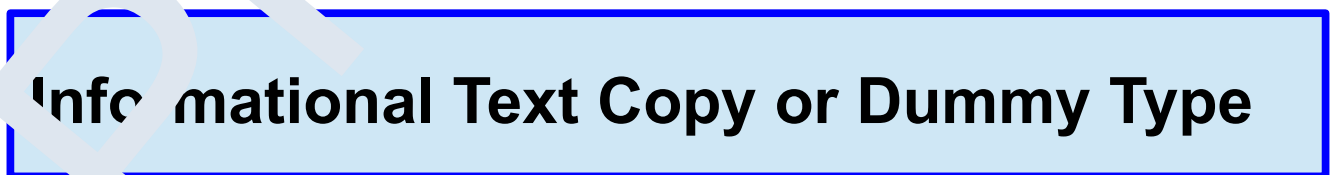
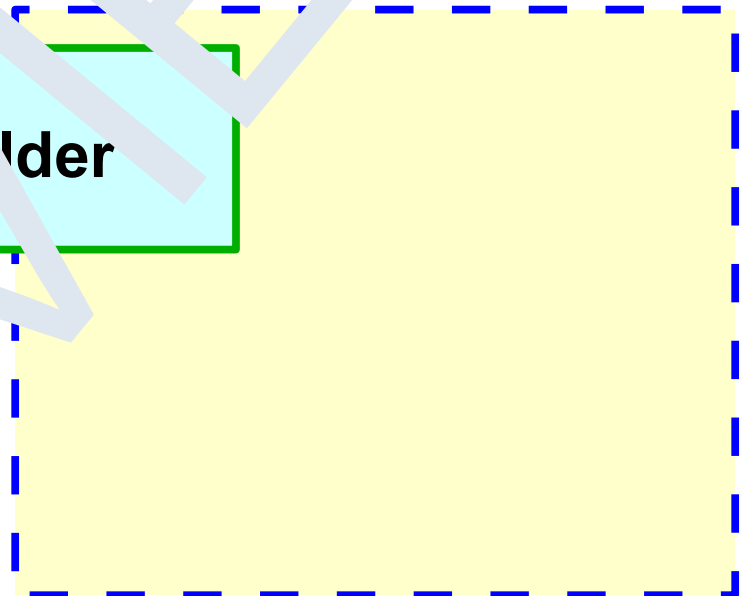




Cut out a piece of paper and locate photo here or there.



Cut out a strip of paper to locate heading in the left or right spot.



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

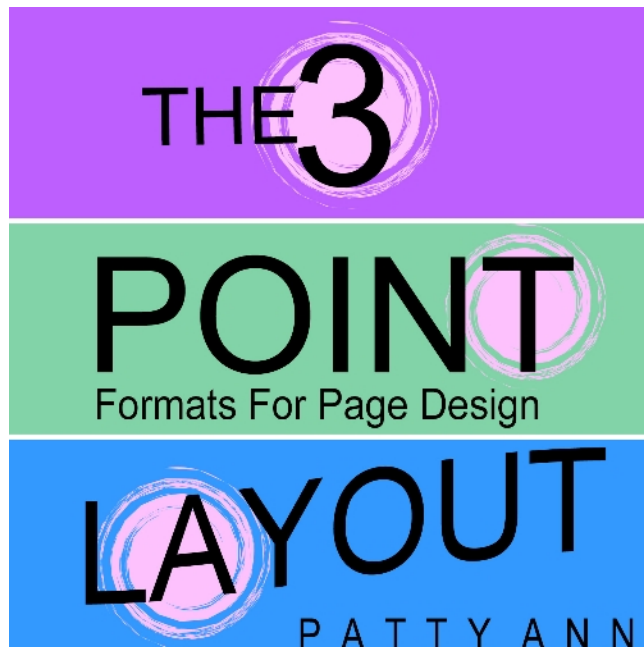
PREVIEW



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