Techniques in Print & Billboard Advertising

Design and Layout
for Print and Outdoor Ads

Rates and Rate Cards

Los Angeles Family					
SIZE	18x	12x	6x	3x	OPEN
Full (A)	$3667	$3929	$4453	$4819	$5238
3/4 page (B)	$2935	$3145	$3564	$3858	$4193
2/3 page (C)	$2444	$2619	$2969	$3213	$3492
1/2 page (D), (E), (N)	$2070	$2218	$2514	$2720	$2957
1/3 page (F) & (G)	$1222	$1310	$1484	$1606	$1746
1/4 page (H) & (L)	$1120	$1200	$1360	$1472	$1599
1/6 page (I) & (J)	$879	$943	$1068	$1156	$1256
1/8 page (M)	$639	$685	$777	$840	$913
1/12 page (K)	$359	$385	$436	$472	$513

South Bay, Conejo Valley/Ventura, Santa Clarita Valley or San Gabriel Valley Family					
SIZE	18x	12x	6x	3x	OPEN
Full (A)	$882	$944	$1071	$1158	$1259
3/4 page (B)	$769	$823	$934	$1011	$1098
2/3 page (C)	$673	$720	$817	$883	$960
1/2 page (D), (E), (N)	$512	$547	$621	$672	$730
1/3 page (F) & (G)	$423	$453	$513	$555	$604
1/4 page (H) & (L)	$278	$298	$336	$365	$397
1/6 page (I) & (J)	$214	$229	$259	$281	$305
1/8 page (M)	$158	$168	$191	$206	$224
1/12 page (K)	$121	$130	$147	$159	$173

Socal Combo: South Bay, Conejo Valley/Ventura, Santa ClaritaValley, San Gabriel Valley, and Los Angeles Family					
SIZE	18x	12x	6x	3x	OPEN
Full (A)	$5520	$5915	$6703	$7255	$7886
3/4 page (B)	$4565	$4891	$5542	$5999	$6521
2/3 page (C)	$3932	$4213	$4775	$5168	$5617
1/2 page (D), (E), (N)	$3157	$3383	$3834	$4150	$4511
1/3 page (F) & (G)	$2432	$2606	$2953	$3196	$3474
1/4 page (H) & (L)	$1711	$1833	$2078	$2249	$2444
1/6 page (I) & (J)	$1283	$1374	$1558	$1686	$1832
1/8 page (M)	$968	$1036	$1175	$1271	$1382
1/12 page (K)	$678	$725	$823	$890	$968

- **Rates are determined by:**
  1. **Repetition**
  2. **Circulation (CPI)**
  3. **Ad Size**

# Basic Elements of a Print Ad

- Visual Focus (Photo)
- Headline
- Body Copy
- Logo

Introduction

- 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
  - E.g. Large picture at the top, headline underneath, body copy in 2 or 3 columns under the headline, logo or address in the bottom right-hand corner.

How's this for a speaker?
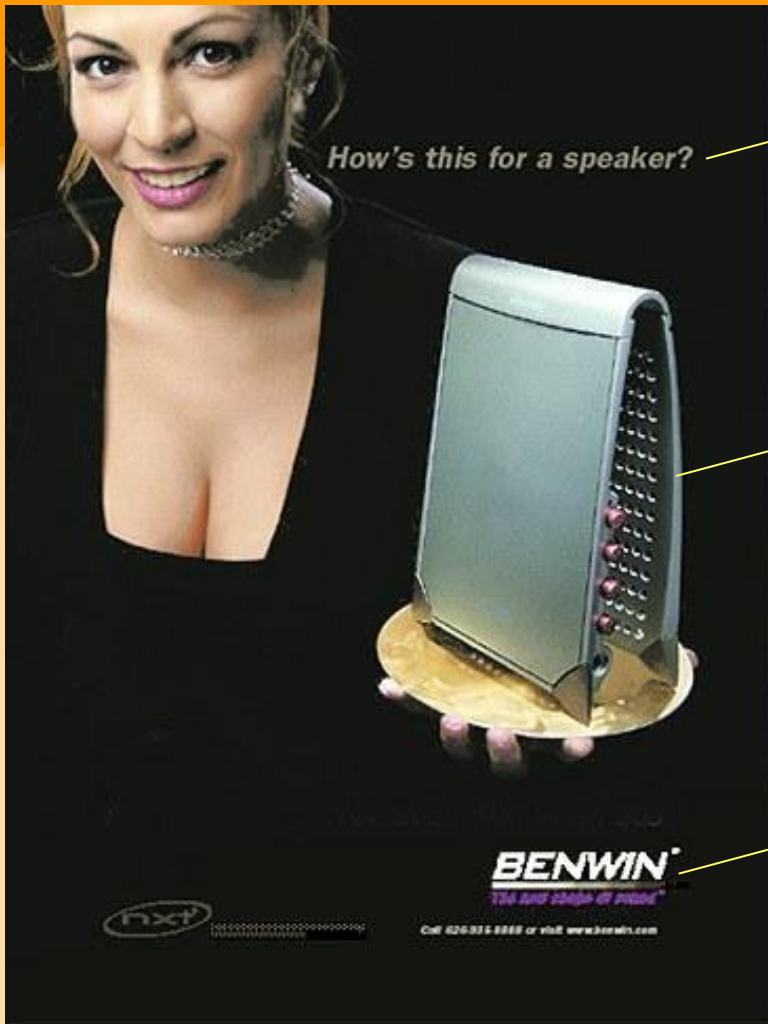
Headline

Body Content or Photo

Company Logo

Asymmetrical

Basic Design Strategies

- 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 Symmetrical or Asymmetrical Balance
  - Seesaw analogy

Symmetrical

Your dad wants you to have things he never had.

Like hair.

Hair loss runs in the family. But it doesn't have to. Look at your father, your uncle, your brush, then look at the facts. Rogaine® is clinically proven to stimulate and reinvigorate hair follicles to keep your hair growing. Use Rogaine at the first signs of fallout, before you look like you need it, and Rogaine can help you keep the hair you have. Not only do you get to keep the strong jaw, the smiling eyes, and the interesting nose your dad gave you, you'll get to keep the hair that works so well with them.

Use only as directed. Individual results vary. Not everyone responds to Rogaine.

Rogaine
Extra Strength
FOR MEN
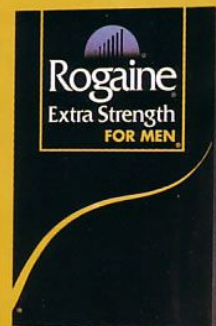
STRONGER THAN HEREDITY™

www.rogaine.com

Pharmacia & Upjohn Consumer Healthcare

Basic Design Strategies

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

Basic Design Strategies

- 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.

Advanced Design Strategies

- Make an easy path for the eye to follow
- Make effective use of white space in your ad
- Use strong lines to hold together graphics and body copy.
- Use light and dark relationships to create layout interest

Advanced Design Strategies

- Eye Path
- Strong Lines
- Light and Dark
- White Spaces

Advanced Design Strategies

- Use variety to spice up your ads
  - Visual boredom occurs when predictability and mirror-like symmetry dominate a document
- Carefully select backgrounds to accentuate figures
- Use the golden rectangle

Basic Design Strategies

- The golden rectangle is a visually balanced geometric shape with the primary ratio of 3 to 5 (or 1 to 1.61803398874989…). This number is also known as the Fibonacci Series or Phi.

Basic Design Strategies

The Gaze Pattern in the "Golden Rectangle"
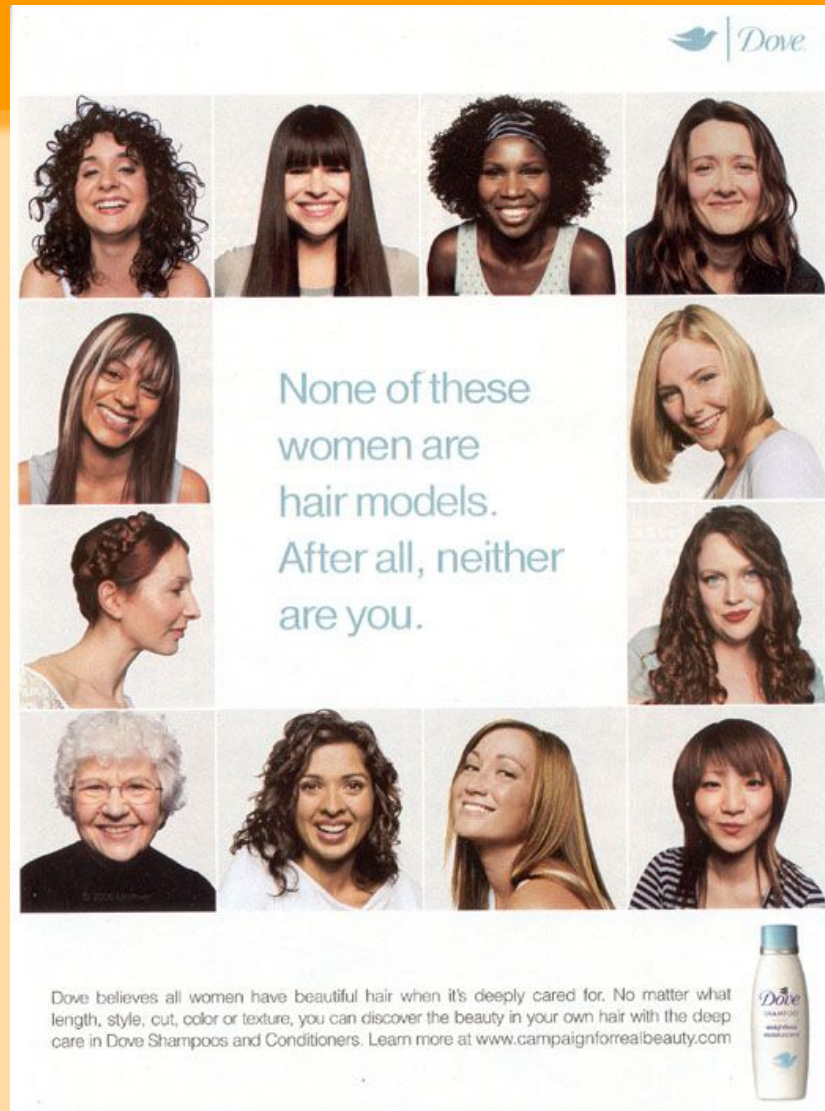
gaze-motion path
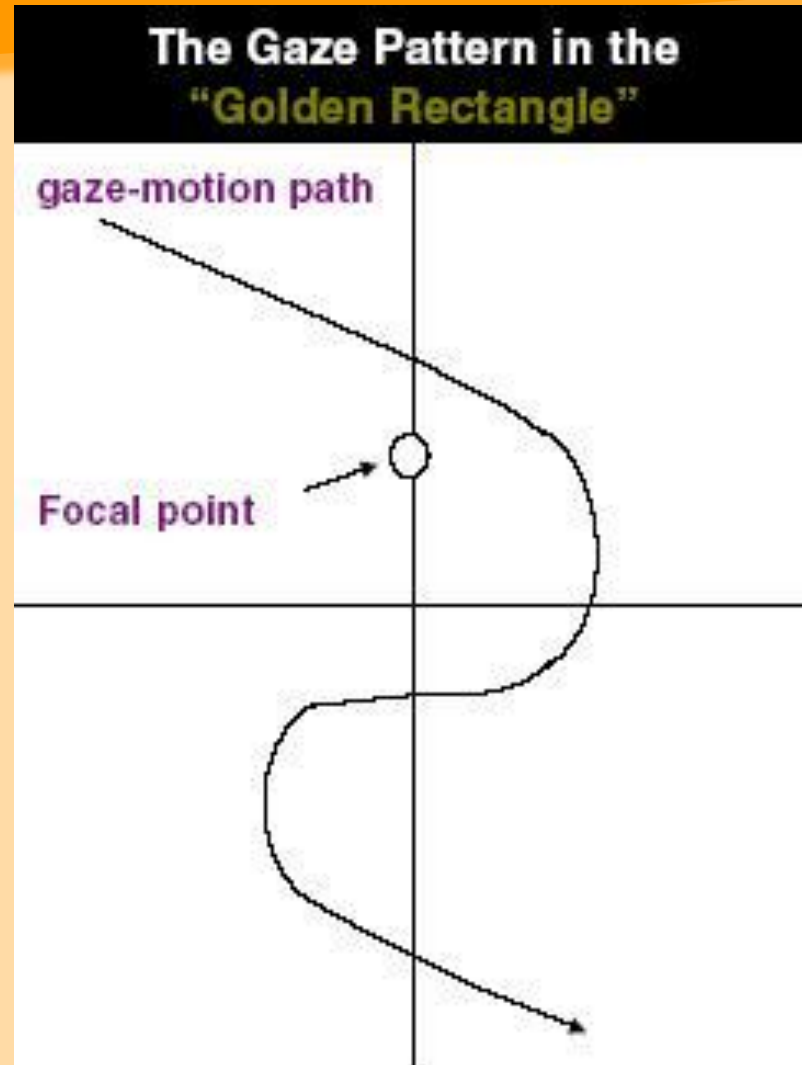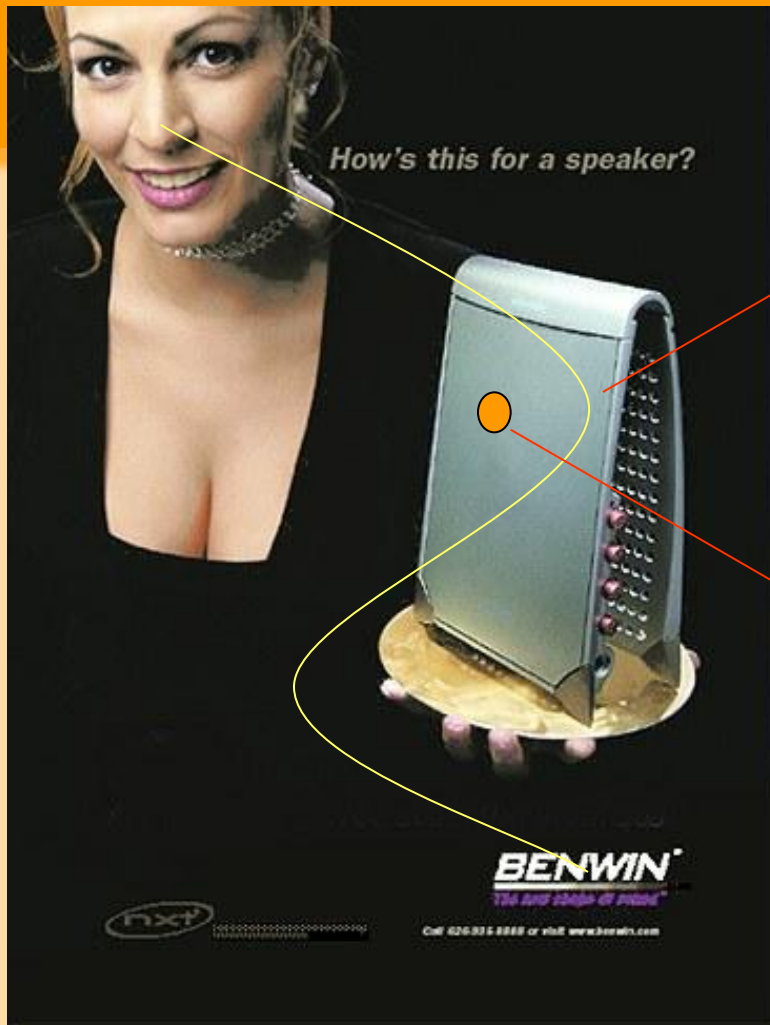
Focal point

Visual Flow according to the golden rectangle

Focal Point

Grouping Design Strategies

- Group by using similar shapes, sizes, textures and colors
- Break up long lists
- Group ideas in ones, twos or threes
  - By finding relationships between them and making those relationships obvious
  - E.g. positive-negative, graphics-words-numbers
  - Up to three only, 4 is visually too much
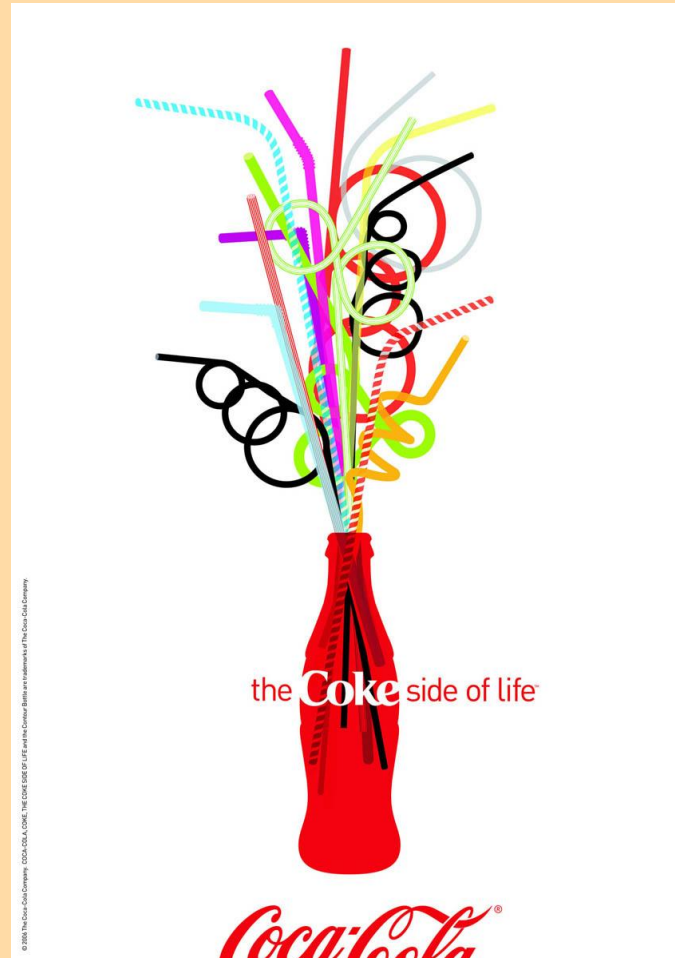
Grouping Design Strategies

- Group Similar Items
- Break Up Images
- Group by 1's to 3's

Color 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.

Color Design Strategies
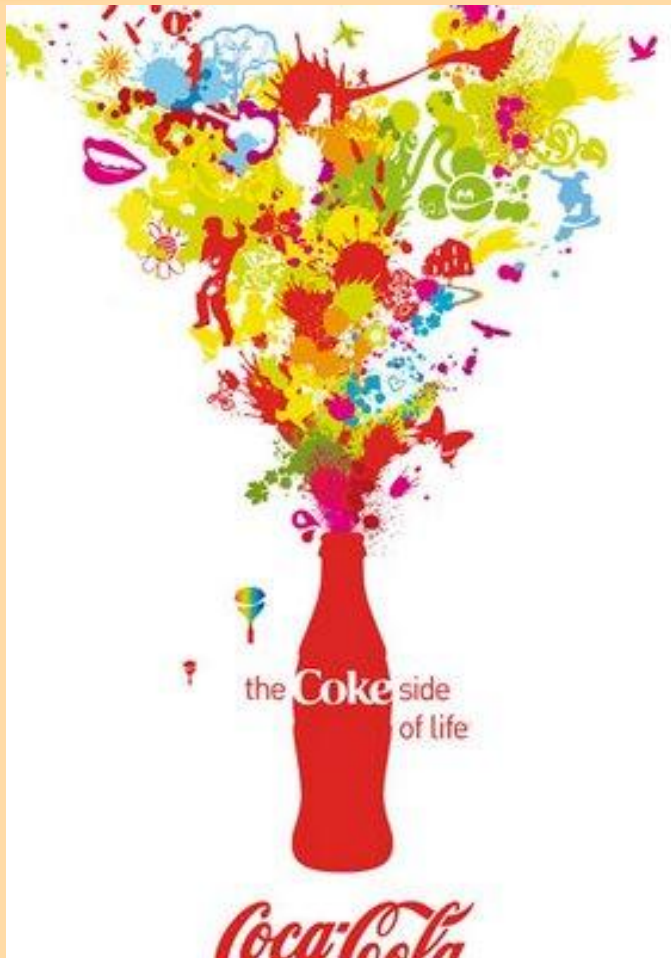
Color Design Strategies

- Use colors to help create desired emotions and symbolic associations.

- Harmonize colors

- Balance colors

- Contrast colors
  - Hue, light-dark, cold-warm, complementary, saturation

Effects of Colors

COLOR	SUGGESTS
Black	Unknown; Evil; Strength; Heaviness
Blues & Greenish Blues	Winter; Coolness (of ice, snow and water)
Dark Blues	Royalty; Haughtiness; Formality
Dark Greens	Cheapness; Coldness
Deep Reds, Purples & Gold	Riches; Quality; Stateliness; Royalty
Green	Growth; Life; Envy; Spring; Youth; Coolness
Hot Pinks, Reds & Yellow	Joy; Gaiety (and the festive character of parties, celebrations and parades)
Light Browns (and other earthy tones)	Fall; Simplicity; Wholesomeness; Aging

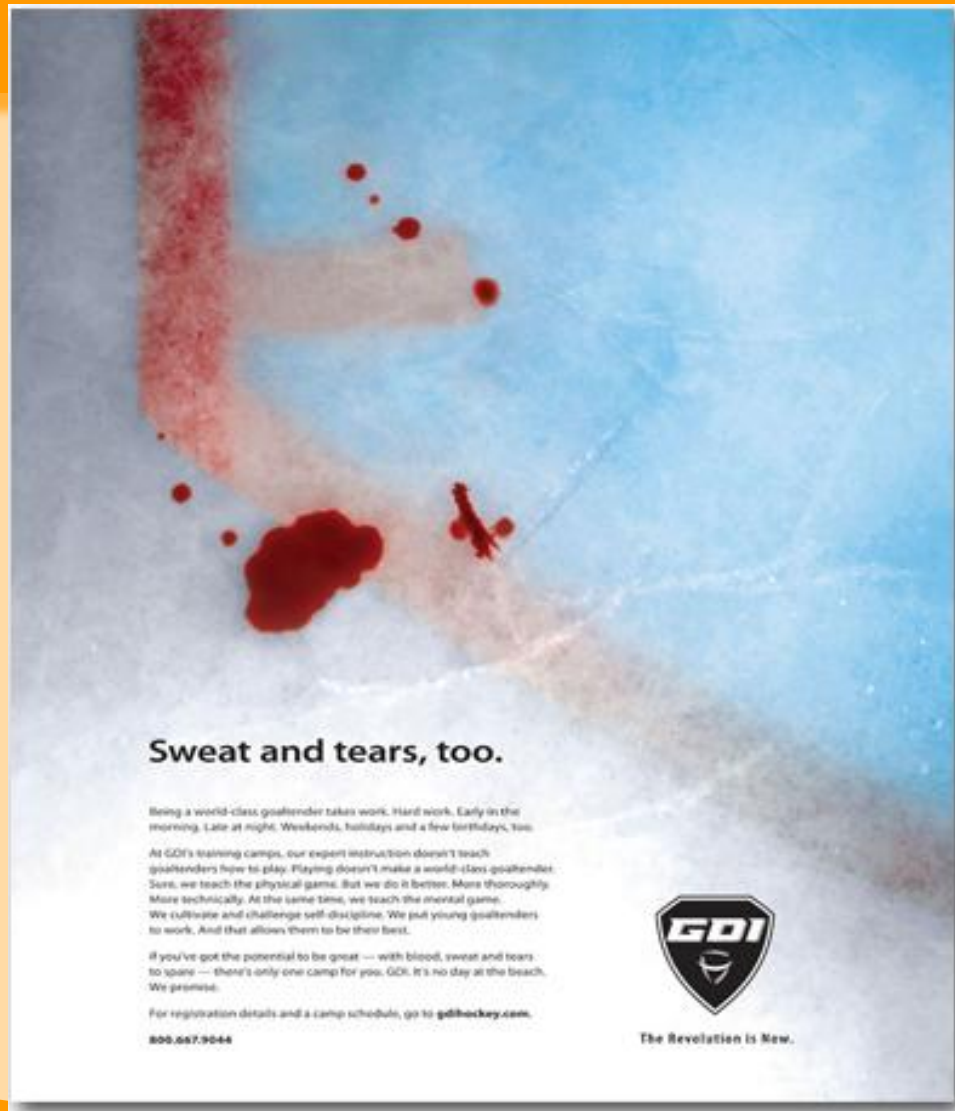| COLOR	SUGGESTS
Light Green	Freshness; Crispness
Maroon	Luxury: Solidity; Quietness
Orange	Warmth; Action; Power; Fall
Red	Heat; Excitement; Passion; Love; War; Danger; Strength; Power Summer; and other ideas connected with action, energy, the sun and blood (red is a good color to use in a sale ad)
Sky Blue	Serenity; Peace; Calmness; Youthfulness; daintiness
Soft Dusky Hues	Mystery
White, Light Blue & Light Green	Coolness; Purity; Fidelity; Goodness; Innocence; Youth; Cleanliness; Chastity
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
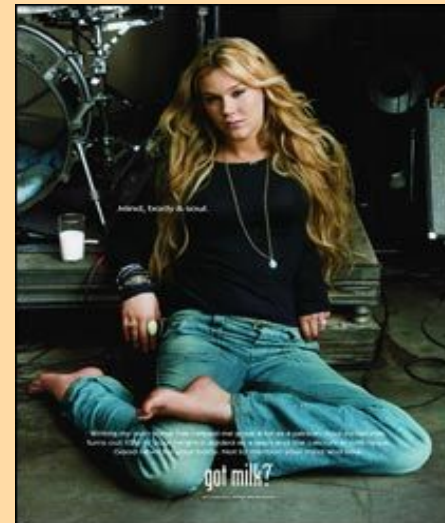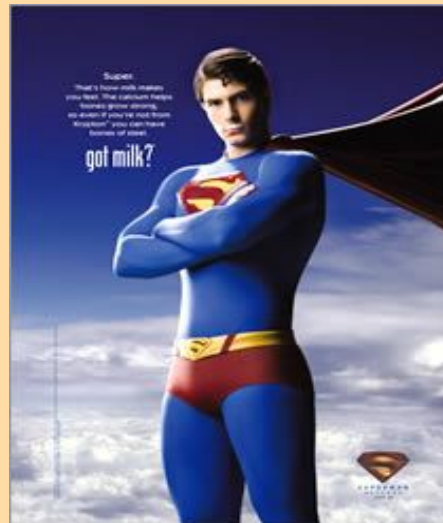
Photo Design Strategies

- Photo design and layout strategies center on two ideas:
  - Make the mind group things to increase communicability
  - Bring items in and out of focus to suggest and emphasize importance.

Photo Design Strategies

Photo Design Strategies

Visual Flow

Color Groups and Selective Focus

Photo Design Strategies

- Before taking a shot decide on:
  - The best shape and proportion for your subject
  - How much detail you want in the frame
  - Your central point of interest
  - How you want to link images together
  - What your point of view will be

Photo Design Strategies

- Cling to one idea
- Use the rule of thirds when taking a photograph
- Use shadows and light to create the illusion of depth
- Experiment with various kinds of lighting

Photo Design Strategies
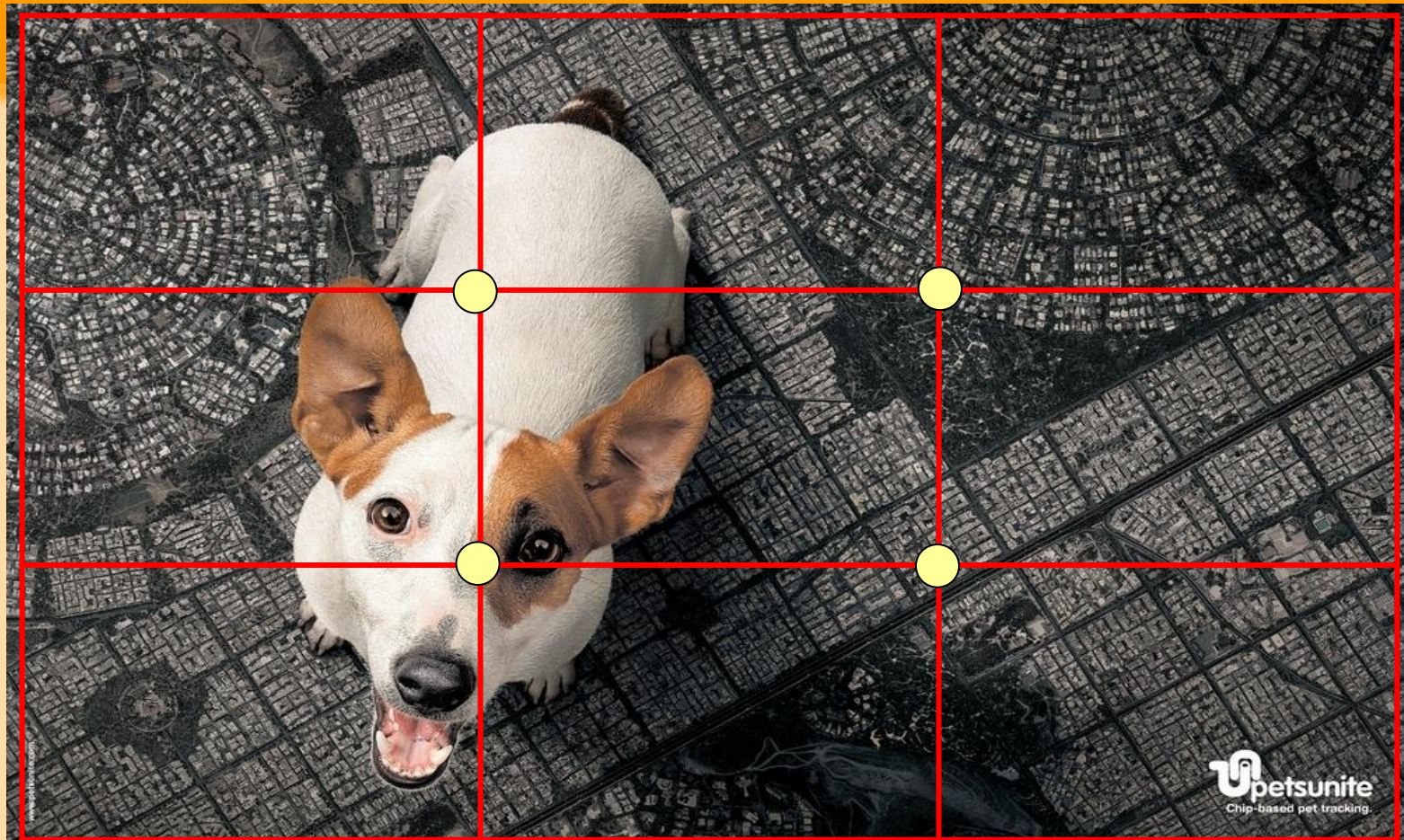
Photo Design Strategies

- 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.

Photo Design Strategies

This ad has a simple composition with a black background and high contrast photograph and logo

Photo Design Strategies

- Use visual stepping stones to draw attention to the inner details of the photograph
- Frame your photos with objects
- Shoot on location to get a greater sense of reality.

Photo Design Strategies

Photo Design Strategies

- Include people in photos of products
- Give people in photos looking space
- Look for special qualities in people when photographing them

Photo Design Strategies

Headlines and Body Copy Design Strategies

- 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

Headlines and Body Copy Design Strategies

- 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
- **Bold letters**-masculine
- Thin or Lighter Letters-feminine

Headlines and Body Copy Design Strategies

- 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.

Headlines and Body Copy Design Strategies

- Use clear readable typeface for body copy
  - Body copy type size minimum of 12-14 pts.
- Set body copy underneath the headline and photograph
- Break long copy into shorter sections.

Headlines and Body Copy Design Strategies

- Use graphic accents to emphasize key phrases
  - UNDERLINE CAPITAL, indented paragraphs, **bold**, *italic*, colored, arrows☐, yellow highlighting, etc
- Avoid irregularly shaped blocks of body copy (i.e. silhouette of an object)

Reminders

- Don't make your ad look too much like everybody else's ad
- Place your logo at the upper left hand or bottom right hand corner
- Always keep in mind the purpose of your ad and your target demographic

Designing for Outdoor Ads

- **Product Identification** Is the product clearly visible?
- **Short Copy** Is the basic idea expressed quickly and with impact?
- **Short Words** Can the reader read the copy at a distance?
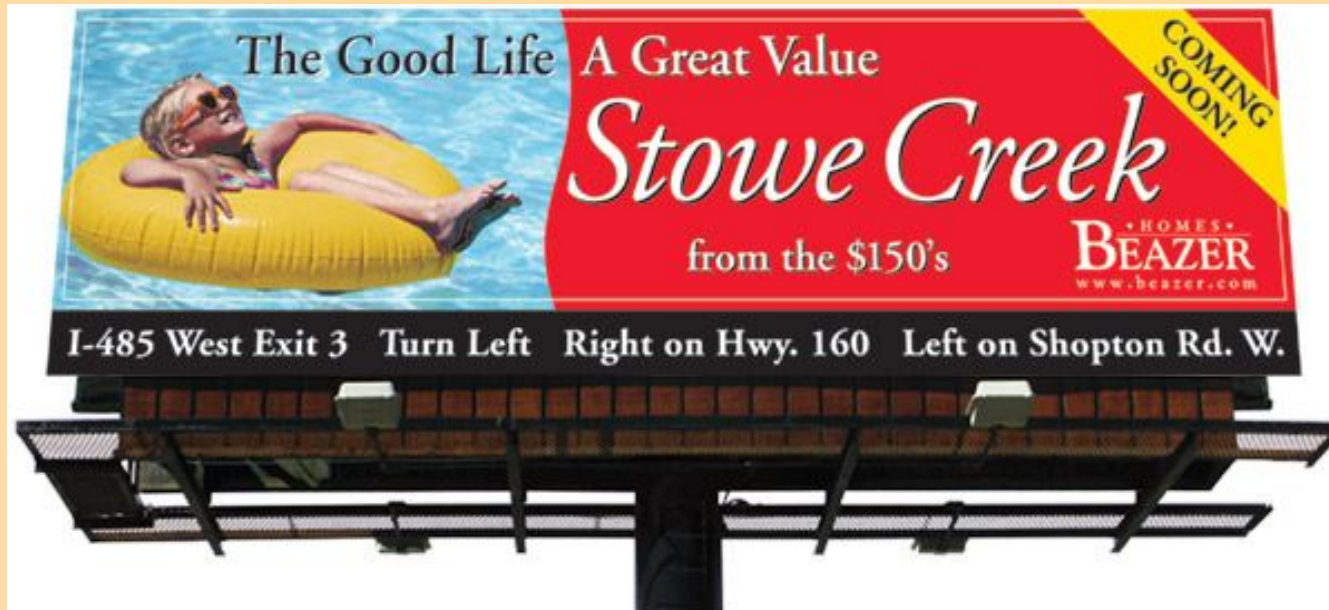
Designing for Outdoor Ads

- **Product Identification**
- **Short Copy**
- **Short Words**

Designing for Outdoor Ads

- **Legible Type** Is the copy legible while moving?
- **Large Illustrations** Do the illustrations demonstrate the product's usage?
  - Are the illustrations visible from a distance?

Designing for Outdoor Ads

- **Legible Type**
- **Large Illustrations**

Designing for Outdoor Ads

- **Bold Colors** Do the colors have impact and complement each other? Use colors with contrast. Try to avoid subtle color blends which belong in print.
- **Simplicity** "Keep it simple" - does the background interfere with the basic idea?
- **Intrigue** Is the consumer involved? Will it attract attention - does it have an IDEA?

Designing for Outdoor Ads

1988 SUMMER OLYMPICS

Seoul, S. Korea

- **Bold Colors**
- **Simplicity**
- **Intrigue**

Guidelines for Legibility

- Color

Guidelines for Legibility

- Typestyle
  - Upper and lower case type is easier to read than all capitals letters

Guidelines for Legibility

- Typestyle
  - Too little spacing between letters makes them merge together

Guidelines for Legibility

- Typestyle
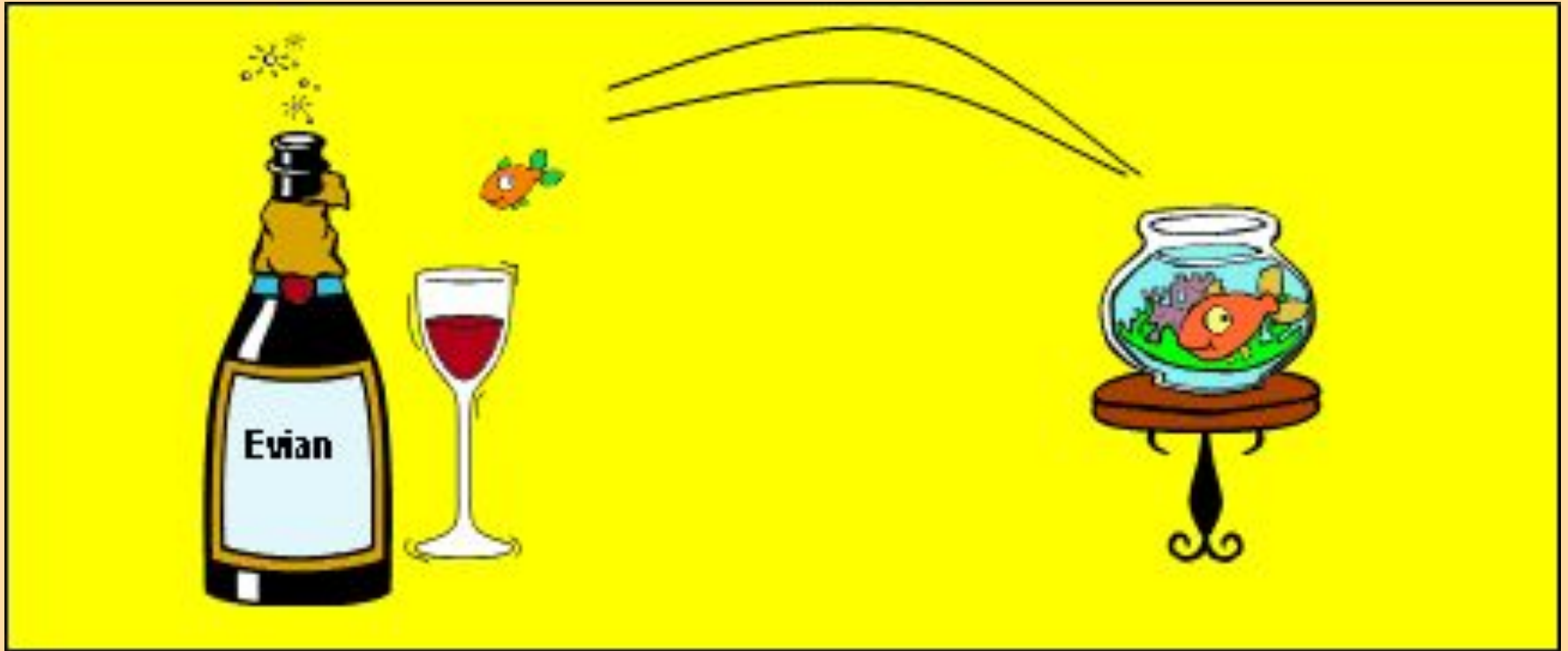 - At long distance, very heavy letters become blobs, and very thin letters become invisible

Visibility
Visibility
Visibility

Guidelines for Legibility

- Typestyle
  - Ornate script faces, and extensive contrast between thick and thin reduce legibility

Less is more

1 message, 41.1% awareness.

Less is more

2 messages, 36.7% Awareness, a 5% decrease in awareness.
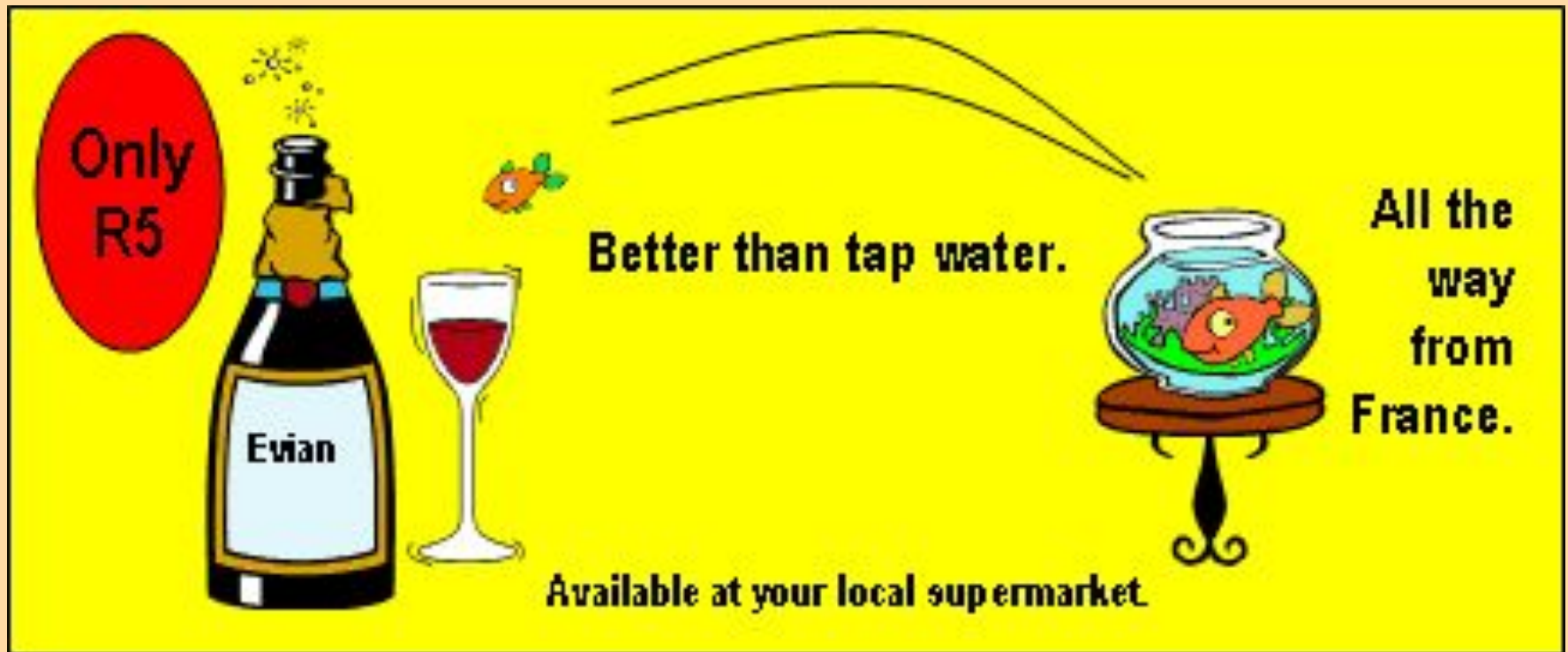
Less is more

3 messages, 34.9% Awareness, a further 2% decrease.

Less is more

4 messages, 33.8% Awareness, another 1% drop in awareness levels.

Less is more

5 messages, 29.2% Awareness. A total decrease in awareness of 12% overall!

Obie Award Winners

Obie Award Winners

Obie Award Winners

Thank You!