

Basic Design

1. Start With Columns

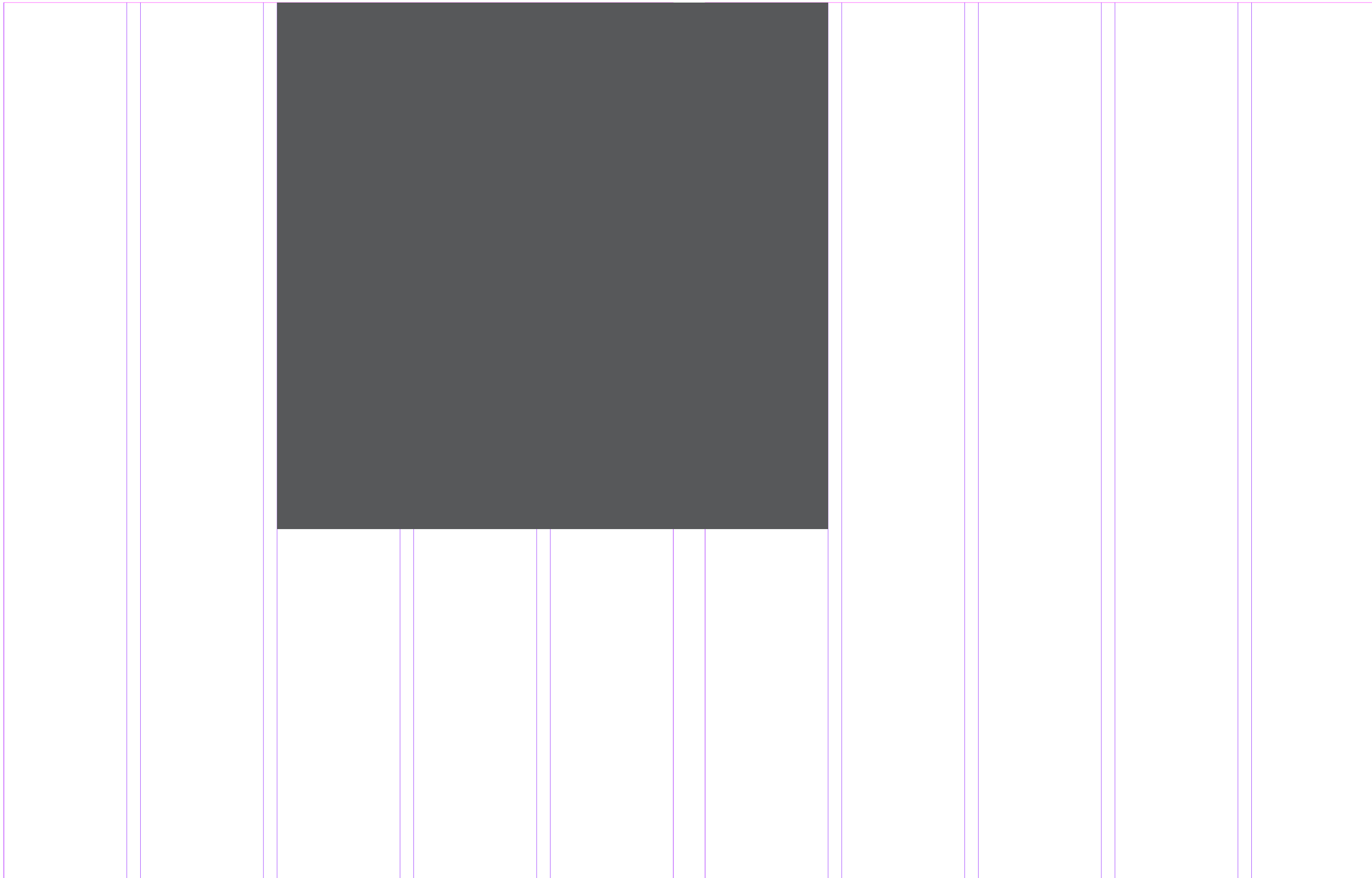
Level 1

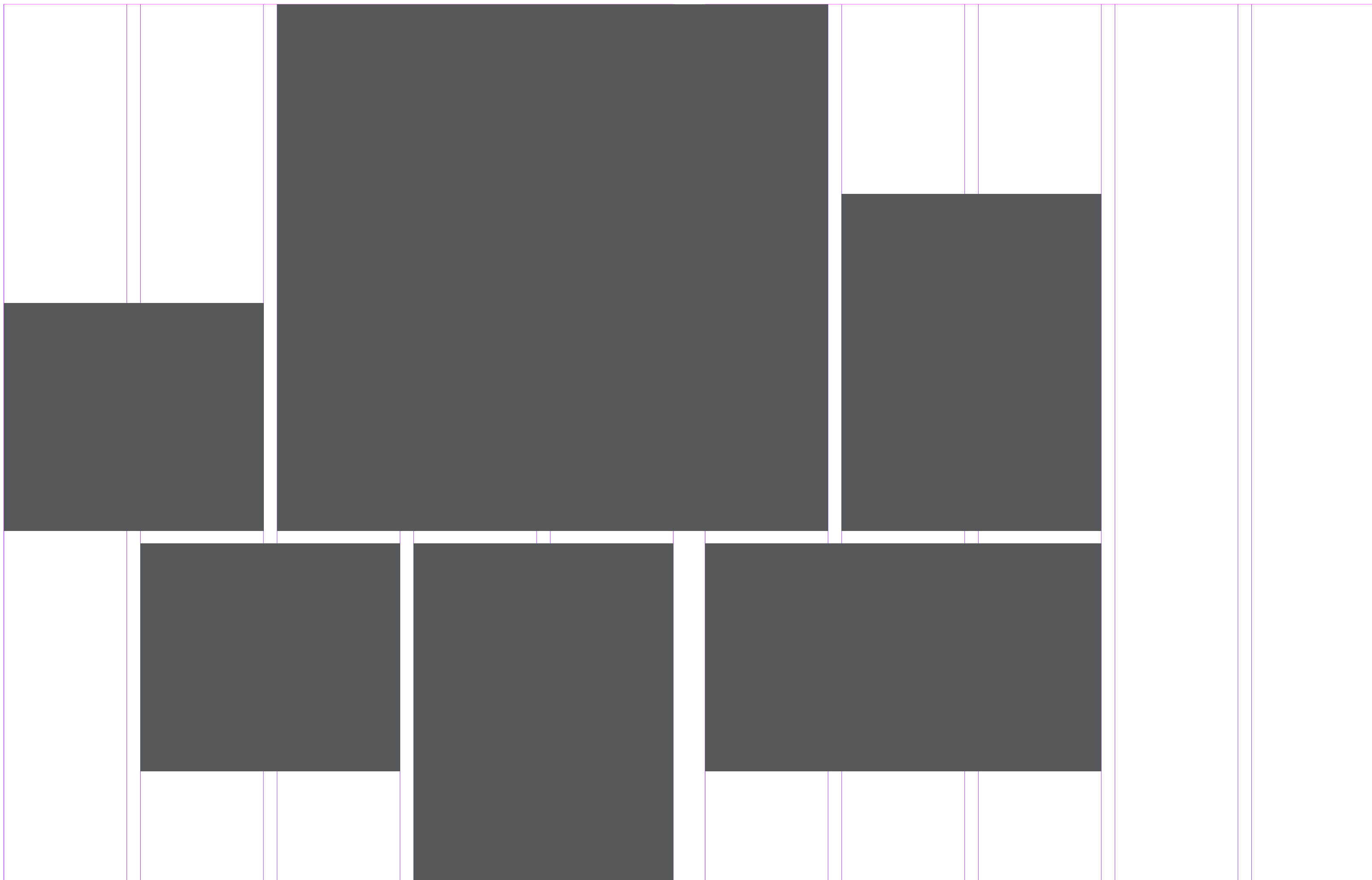


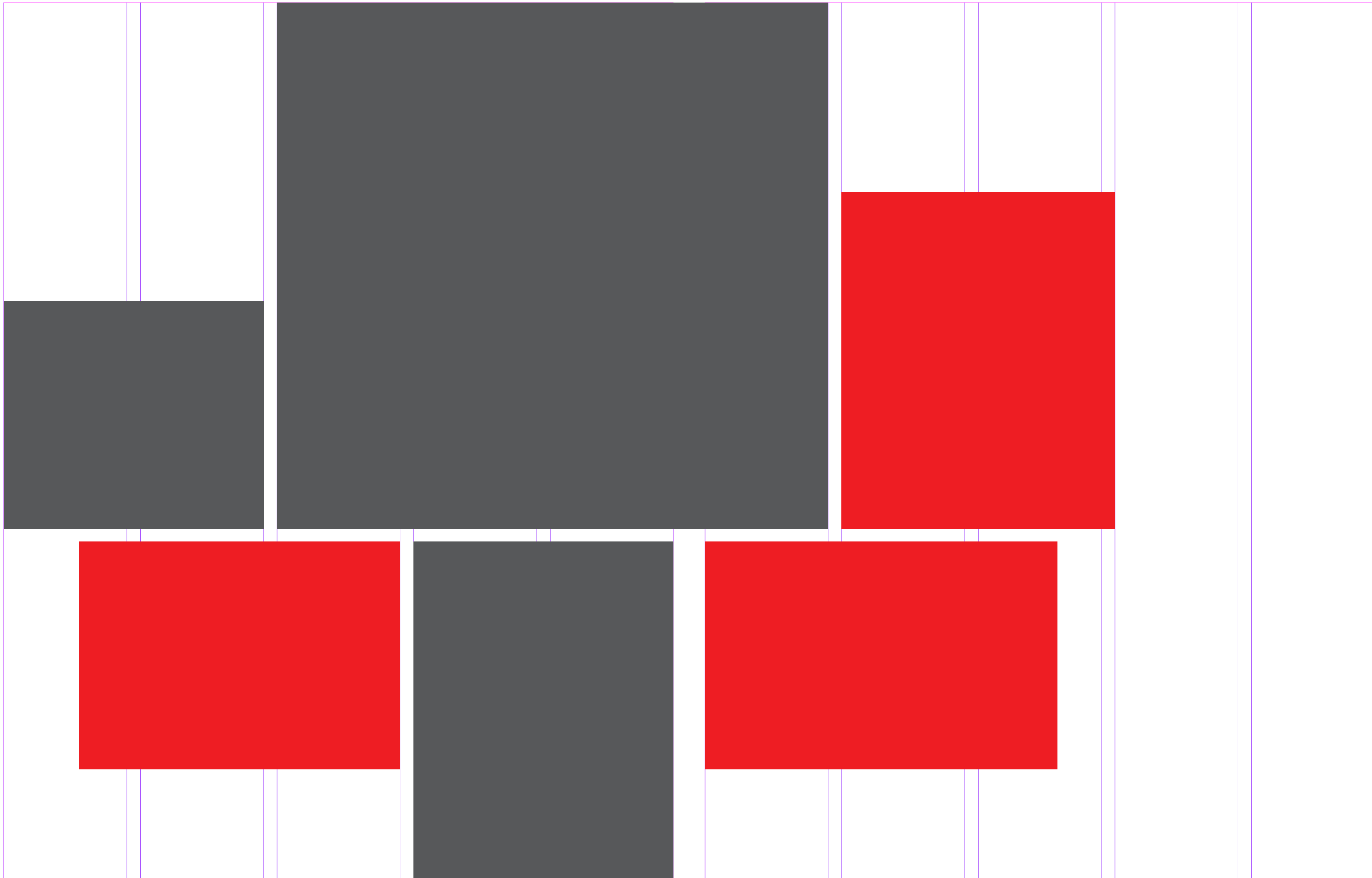
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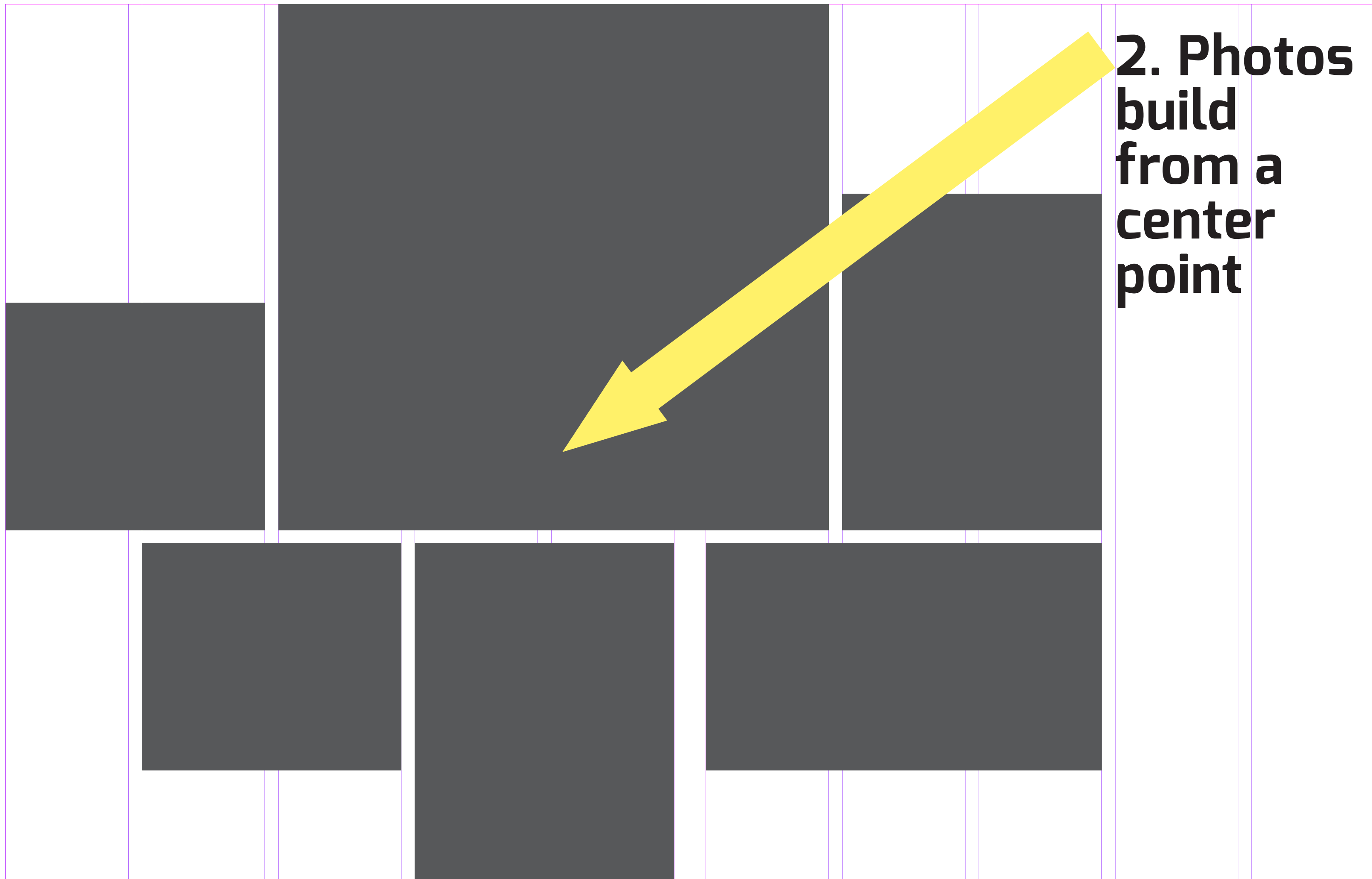
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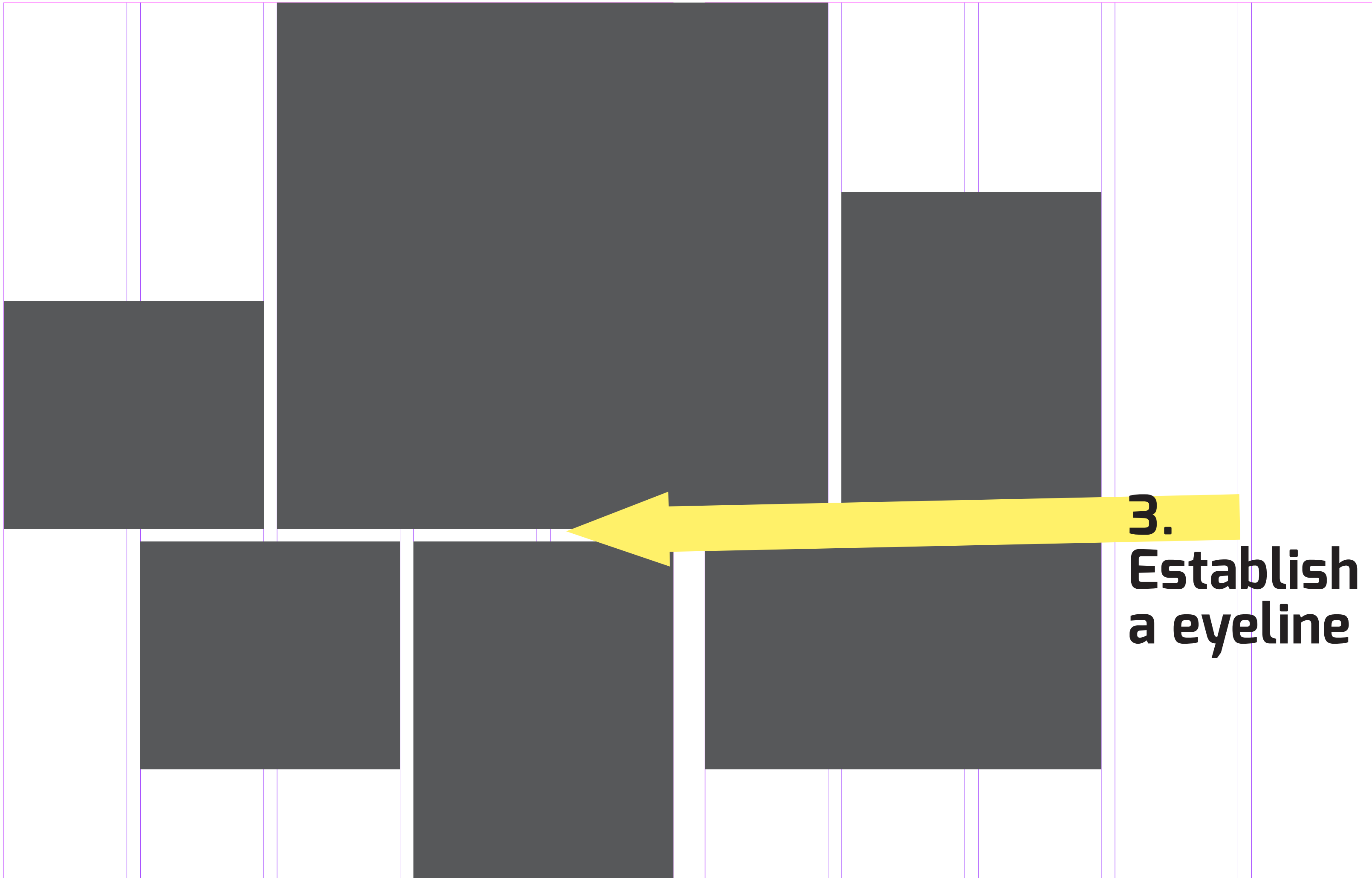






**2. Photos
build
from a
center
point**



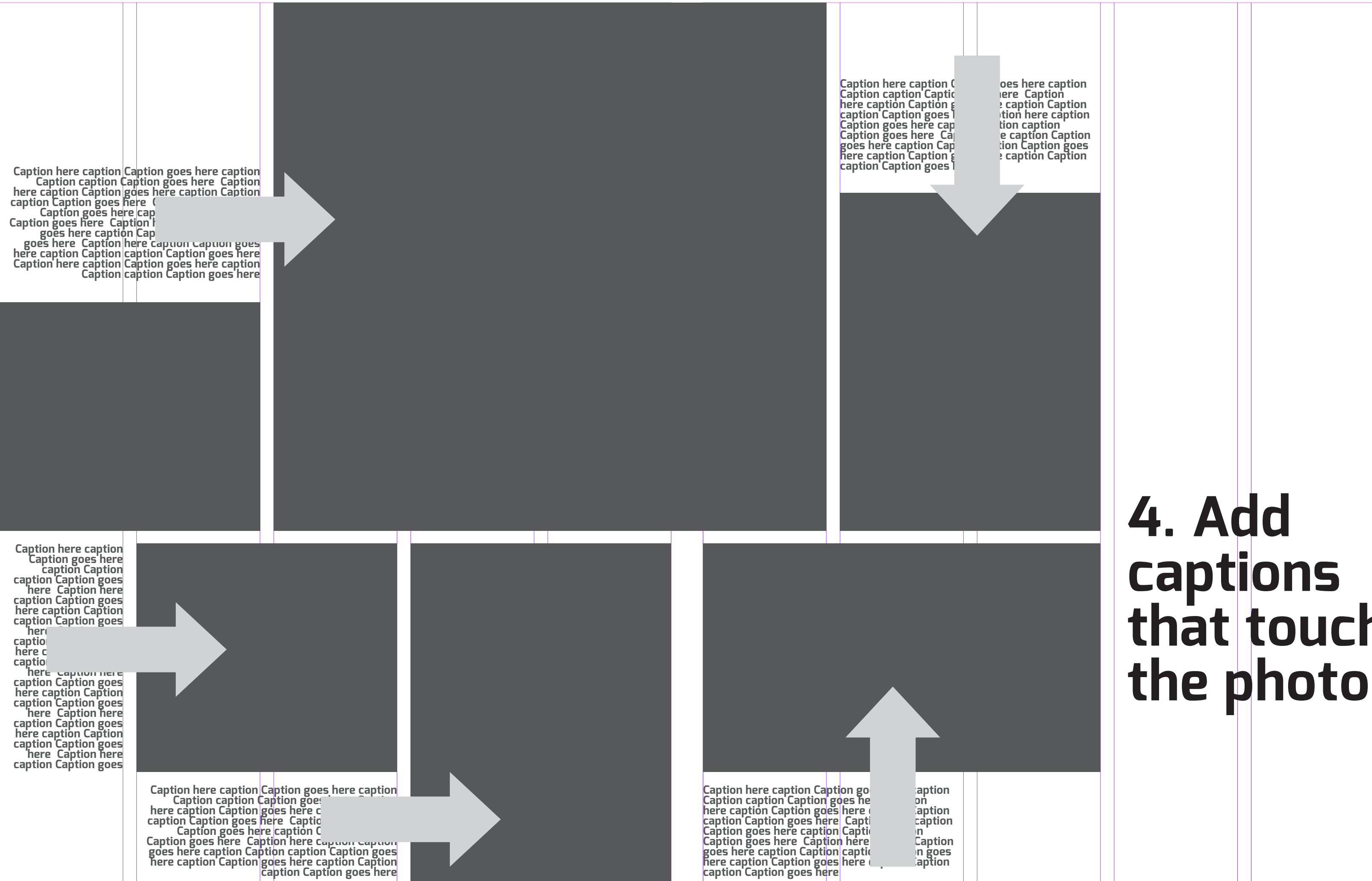


3.
**Establish
a eyeline**

external margins
white space

WORDS

PHOTOS



4. Add captions that touch the photo

WORDS

Headline to an amazing Story

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Headline to an amazing Story

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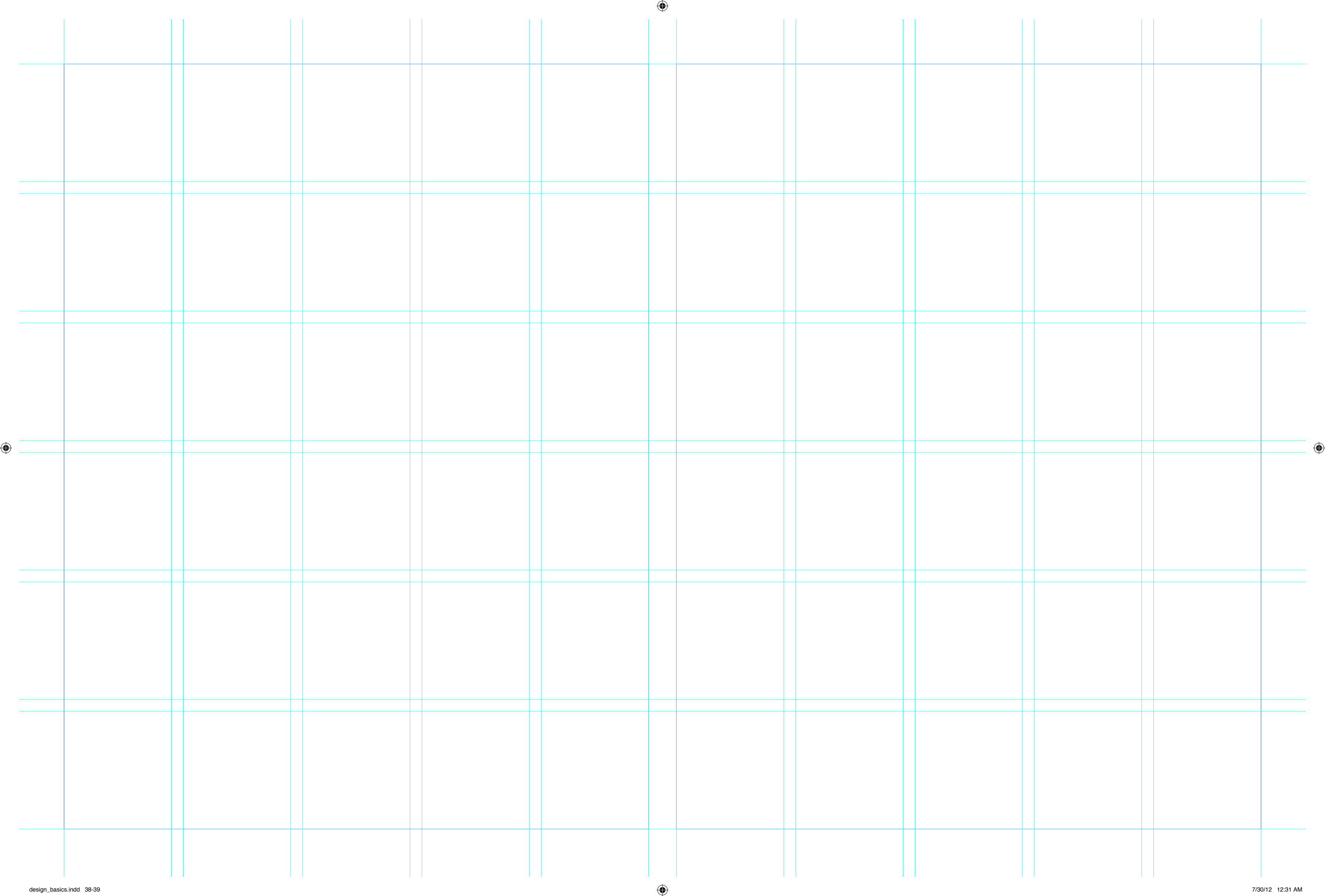
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1. Use Grids

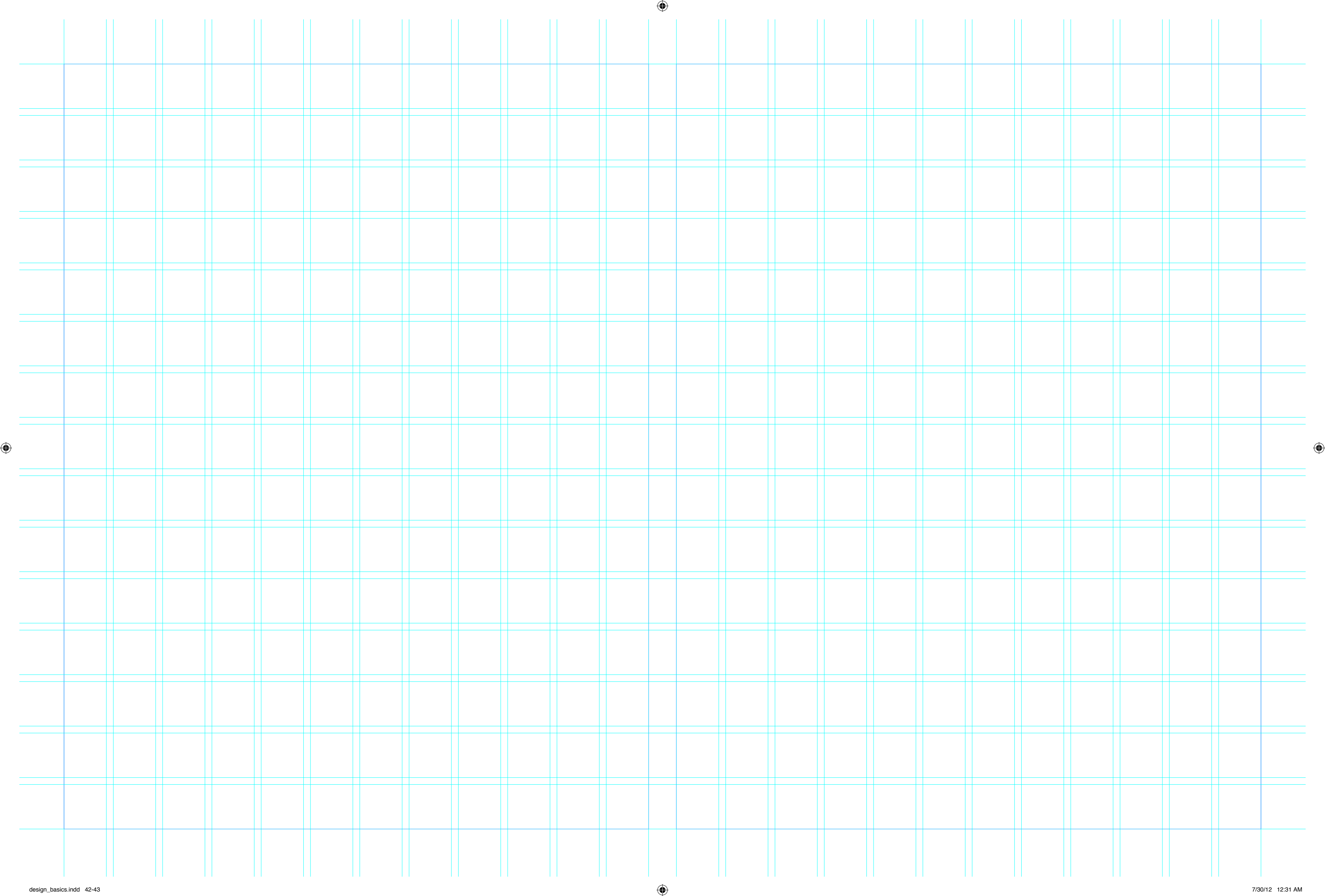
Level 2





**Large
Grids
are
limited**

**Think
small
when
using**



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Headline

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Recap

1

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Recap

Design from
the middle
out: Photos,
Words,
White Space
Margins

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Recap

Design from
the middle
out: Photos,
Words,
White Space
Margins

1

2
Create
an
eyeline

3

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Recap

1 Design from the middle out: Photos, Words, White Space Margins

2 Create an eyeline

3 Photos of different sizes

4

5

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9

Recap

1 Design from the middle out: Photos, Words, White Space Margins

2 Create an eyeline

3 Photos of different sizes

4 Captions must touch the photo they describe

5

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Recap

Design from
the middle
out: Photos,
Words,
White Space
Margins

1

2
Create
an
eyeline

Photos of
different
sizes

3

Captions
must touch
the photo
they
4 describe

5 Action of the
photo should
be facing the
middle of the
page

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Recap

1 Design from the middle out: Photos, Words, White Space Margins

2 Create an eyeline

Photos of different sizes

3

Captions must touch the photo they describe

4

5 Action of the photo should be facing the middle of the page

Copy/Words go to the outside of the page - don't trap copy between pics

6

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9

Recap

1 Design from the middle out: Photos, Words, White Space Margins

2 Create an eyeline

Photos of different sizes

3

Use a headline w/story

7

Captions must touch the photo they describe

4

Copy/Words go to the outside of the page - don't trap copy between pics

6

5 Action of the photo should be facing the middle of the page

8

9

Recap

1 Design from the middle out: Photos, Words, White Space Margins

2 Create an eyeline

Photos of different sizes

3

Use a headline w/story

7

8

Use a subheadline always

Captions must touch the photo they describe

4

5

Action of the photo should be facing the middle of the page

Copy/Words go to the outside of the page - don't trap copy between pics

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Recap

1 Design from the middle out: Photos, Words, White Space Margins

2 Create an eyeline

Photos of different sizes

3

Captions must touch the photo they describe

4

Copy/Words go to the outside of the page - don't trap copy between pics

6

Use a headline w/story

7

Use a subheadline always

8

Action of the photo should be facing the middle of the page

5

Always stay on the grid. Zoom in a check yourself.

9