

# BETTERBYDESIGN

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The key to becoming a better designer is building a visual memory; you've got to look, look, look!

**IT'S BETTER BY DESIGN**  
Create fresh layouts using modular design

**The Tale of Visual Hierarchy**  
Lenses focus on the main, unobscured subject, and then zoom in on the secondary subject. The main subject is the person in the blue shirt, and the secondary subject is the person in the white shirt. The main subject is the person in the blue shirt, and the secondary subject is the person in the white shirt.



**quote box**

Quote box text

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**Picture package**

Picture package text

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## SOLID

This solid layout meets all journalistic design standards but it's just okay. No one would look at this layout and say, "Wow." This is not to say that dominance, variety in photo size and shape and captioned photos are not important. Every designer has to know and understand the basic design rules before learning to break the rules effectively.

## VOICE

To establish a clear voice, the designers must first decide what look or personality they want. Then every design decision must support that look. The first step and, one of the most important in a strong voice, is the choice of typography. Type is a visual unifier. All other decisions must be consistent with that same voice. White space, color use, packaging of candid photos, headlines, graphic elements and secondary coverage play a paramount role in maintaining voice. It's all about restraint of choices; just because you could do something doesn't mean you should. Here the display type is now all the same font, weight and capitalization pattern. The tool lines are all the same weight and content is packaged consistently.

## SCALE

Scale has a major impact on a designer's ability to create good designs. The page designer's mission is not to decorate spreads but to build a road map for the reader that lets them enter the spread by way of the dominant element and then leads them logically to all other content. A visual hierarchy of elements is the key to leading the reader around the spread. Scaling the design elements down in size allows more photos and content. A candid photo and a secondary story and photo package have been added to the spread.

## SPACE

Planned white space makes all the difference in a contemporary spread. First and foremost, ample exterior margins make a major difference by framing the content. Then by using all three levels of interior white space, the designer packages like elements and separates different packages from one other to make it easier for the reader to consume.

## RELATIONSHIP

For a spread to achieve highest impact, the principles of voice, scale and space must have visual harmony. All elements must work together. Subtle changes to the spread increase the wow factor. Moving the secondary heads to rest on the intersecting lines helps make the packages look complete. Removing the vertical line and extending the horizontal line off the spread in the main type package helps open up the headline to the dominant photo.