

## Elements of page make-up

Competition in the newspaper/magazine industry is becoming stiffer, so, every publication now competes for the people's attention. The advent of the electronic and the digital media is not helping matters. Today also, the competition is not only in terms of content but also in aesthetics. And, any medium that attracts and sustains the attention of the readers is the one that would make it to the next level. During production, editors employ different techniques and use different elements to make the pages look better and attractive.

### Elements of Make-Up

To produce a page that will attract the attention of the readers, editors use the following elements.



running head

credits

headline

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RUNNING HEAD

# Elements of a page

TEXT Nikola Mileta PHOTO Screenshot

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24 / Magazine Design

folio

pull quote

body copy

subheads

byline

Shutterstock.com

## Name plate

The placement of the name plate in a page can make a difference. In some newspapers and magazines, the logo runs across the entire columns while in others it runs across half of the columns or towards the end, creating an ear piece. Also, in some publication, it is placed in the uppermost part of the front page while in others; it is lowered into the page. Any of these arrangements adds to the page make-up or the aesthetics of the page.

## Body type contract

Variations in the body type in which stories are set contribute to the make-up. Stories could be set in 10 points, 12 points etc. or set in different fonts and across two or three columns to achieve variety. It could also be set in bold types to draw attention to a story.

### Anatomy of a Magazine Layout

Page elements can be divided into two basic categories: **architecture** (grid, margins, standing heads, folios, typographical style sheets, etc) which stay consistent issue to issue and **content**, which changes with each page and each article. This handout looks at both, introducing students to the basic vocabulary of publication design. While much of periodical design concerns style, which may seem trivial by definition, a consistently style is necessary, helping to create a magazine's **brand** or **identity**. Readers rely upon, even when they do not notice the design decisions that make an isolated page function as part of a larger whole.

**Headline**  
Depending on the article (feature, column or brief) and the magazine's style, "heds" can be tightly proscribed or open in format.

**Art**  
It doesn't matter if it's a photo, graphic or an illustration. To a magazine designer it's all "art." This feature is organized around a single large photograph—an easy to parse, reader-friendly design strategy. Every extra element you throw into a layout has the potential of adding clutter and confusion unless carefully structured.

**Deck**  
Not all articles have a deck but most features do. When used, they usually are longer and provide more specific information than the hed.

**Byline**  
It can be here or at the end, but don't forget it. "By" is capitalized here, i.e. at the end.

**Lead**  
Articles generally start with a "lead," written and designed to engage the reader. After the lead comes the "nut graf," journo-speak for "thesis statement." Leads may be bigger and splashier than the body of the article. It pays to design your page with the content and pacing of the article in mind.

**Caption**  
Almost every photo needs a caption (or pull quote) to help make the image meaningful to the reader. This one is designed, but most captions are tightly formatted.

**Spread**  
The unit of magazine design is often not the page but the spread. Even when there is no interaction across pages, spread pages should be designed as a unit.

**Folio**  
More than a page number, folios generally contain the magazine's name and issue date. In the old days, the name might appear on left-hand pages and the date on right (or the other way around) but most magazines now put all info on both pages. The folio is not a design opportunity—it should be an unobtrusive part of your layouts.

**Folio**  
Democrat John Lynch  
—Grand favorite to win  
—in as New Hampshire's  
governor. But nobody anticipated  
his party's legislative landslide.

22 JANUARY 2007 GOVERNING

GOVERNING JANUARY 2007 23

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## Headline pattern

Headlines are used to attract attention to stories. They are also elements of page make-up especially when set in different type faces, different decks or different type sizes. They could also be flushed left, right or centre in a bid to achieve a certain make-up pattern.

## Anatomy of a Magazine Layout (continued)

Opening spreads are billboards, coaxing readers to tuck into the story to follow. However, subsequent pages must keep the momentum going—offering the reader visual interest, intellectual stimulation and entertainment. Readers will put the magazine down or flip to something else if they don't perceive value.

**Crop Mark**  
Turned on or off when you print or make a PDF, these define the page's edge or trim.

**Registration**  
Turned on or off with crops, these little targets help the printer make sure CMY and K plates print in the right place.

**Bleed**  
Printing isn't as precise as hand-cutting. All items that go to the trim should overlap it slightly, "bleeding" off the edge.

**Gutter or Alley**  
The space between columns is at least a pica. It can be more.

**Grid**  
This page is laid out on a 3-column, a common grid for magazines. You must follow a regular grid, though it can vary with section.

**Margin**  
One of the easiest mistakes a beginning designer can make is not giving proper consideration to margins. A little white space, particularly at the top and outsides of your pages helps make layouts feel open and inviting.

**Baseline**  
This text "rides to baseline" so that text aligns across columns automatically. You can build this feature into your style sheets.

**Pull Quote**  
Larger than captions, pull quotes are used to explain a photo or put words into the mouth of the person shown. Pull quotes, decks, subheads and captions all fall under the broad category of **points of entry**—call-out text that invites the reader into the story.

**Body**  
Most text in a magazine is in a single size, style and leading referred to as **body** or **text**.

**Sidebar**  
A small story that relates to the main text. This sidebar is set off by a colored screen, and is on a two-column rather than a three-column grid.

**Infographic**  
Presenting information in ways other than columnar text makes any magazine more...

**Long-shot John Shea could win in New Hampshire last year for one reason: He's a democrat. His party took over the Executive Council and both chambers of the legislature.**

**Deeper Blue**  
Legislatures with the largest Democratic gains, 2006\*

State	Gain
Texas	22 (17)
Illinois	12 (4)
Washington	8 (8)
North Dakota	8 (1)
Arizona	7 (7)
Florida	7 (3)
Michigan	6 (7)
Alabama	6 (2)
Missouri	6 (1)
Colorado	5 (8)
Ohio	5 (1)
South Dakota	5 (1)

## Boxes

In page make-up, boxes are used to separate stories, draw attention to a particular story or for variety. Once a story is “boxed” it makes the story distinct from other stories and attracts the attention of readers. These boxes also add variety to the items on a page.

## Photographs

In newspapers and magazines, photographs are not only used to tell the story, they are also an important element in page makeup. Before the use of photographs in the print media, pages look dull because they are filled with only text. Today, the story is different.

## Dashes and rules

In newspaper and magazines, dashes, rules and other signs are used to separate stories, indicate the end of a story or simply for aesthetics. Some of the signs used to indicate the end of a story are: (-o-), (x x x), (- - -) etc.

## White spaces

White spaces are elements of page make-up when they are used to achieve aesthetic value. Imagine a page that is clustered with text without any space and the one where there are spaces with other elements arranged in a particular pattern.

## **Colour**

As competition in the media increase, many newspapers and magazines introduce the colour element in page make-up. Now, newspapers and magazines appear in different colour designs all calling for the attention of the readers. In different pages, stories are typeset in colour or boxed in colours not only to attract readers but to add aesthetic value.

With the ongoing competition, make-up has become an important factor in the success or failure of newspapers and magazines. Hence, they employ different elements of make-up to make their pages attractive to the readers whose patronage sustains the publication. To survive the competitive business environment, newspapers and magazines employ different elements of make-up. These include the placement of name plates or logo, variation in body type, arrangement of headlines, boxes, use of photographs, white spaces and colour.