Alignment...

Objectives

- Appreciate what alignment is and how it improves design.

- Introduce the use of grids in page design.

- Gain a working vocabulary of typical visual elements used in newsletter and magazine design.

- Identify basic and advanced text alignment schemes.

What is Alignment?

- Alignment occurs when visual elements line up with other visual elements on the page.

Why Use Alignment? (1 of 3)

- Pages with strong alignment seem more organized.

- Pages with effective alignment are more refined and professional.

Why Use Alignment? (2 of 3)

• The left edge of the text in this figure is unaligned, making the page seem slightly messy.

Clean Up Your City Day!
April 1st, 8 a.m. – 6 p.m.

It is time for the annual **Clean Up Your City Day!** Bring your bulky trash items to either of the city dumps. Large appliances, brush, televisions, scrap metal are accepted, hazardous wastes or household chemicals such as acids, oil, oil-based paints are not accepted during the spring cleanup date. For additional information call the nearest city dump.

- Aligning the left edge of the text in the figure makes the page cleaner and more organized.

Clean Up Your City Day!

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Advantages of Using a Grid (1 of 3)

- A grid is a non-printed system of horizontal and vertical lines that divides the page and helps the designer align elements consistently.

- Grids work in single page formats and in multiple-page formats.

Advantages of Using a Grid (2 of 3)

- Grids use helps simplify the layout decision-making process.

- Grids enhance design consistency.

- Are not visual straightjackets, but help guide your design decisions.

Advantages of Using a Grid (3 of 3)

• The dashed lines reveal the underlying grid structure of this page design.
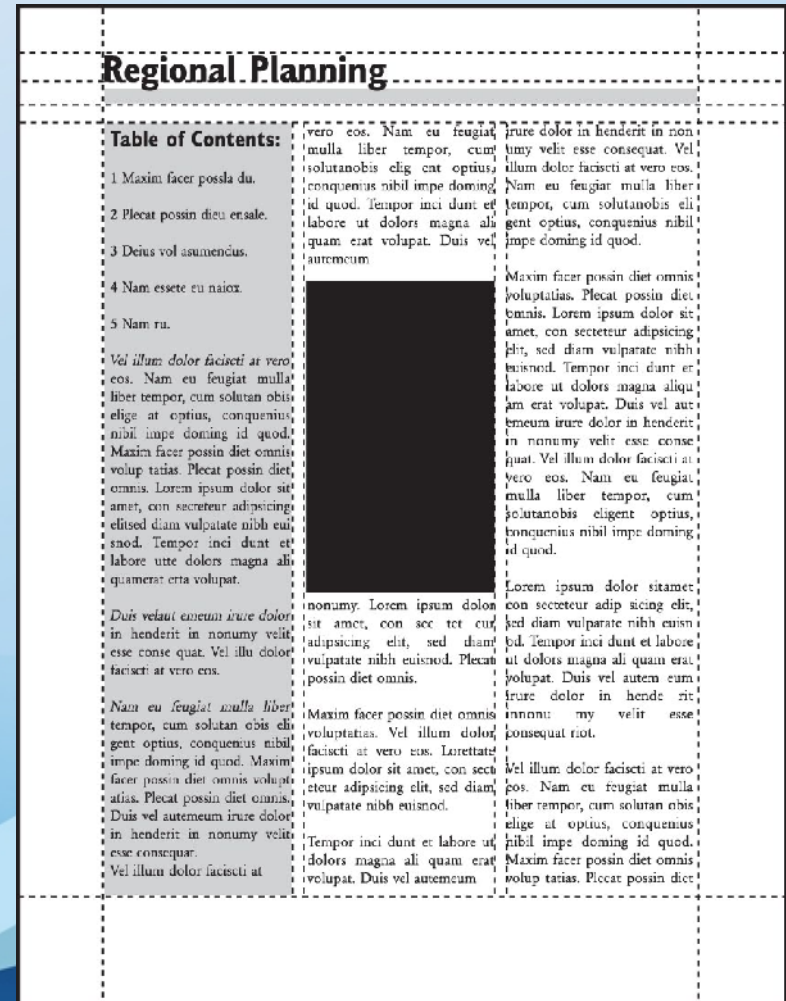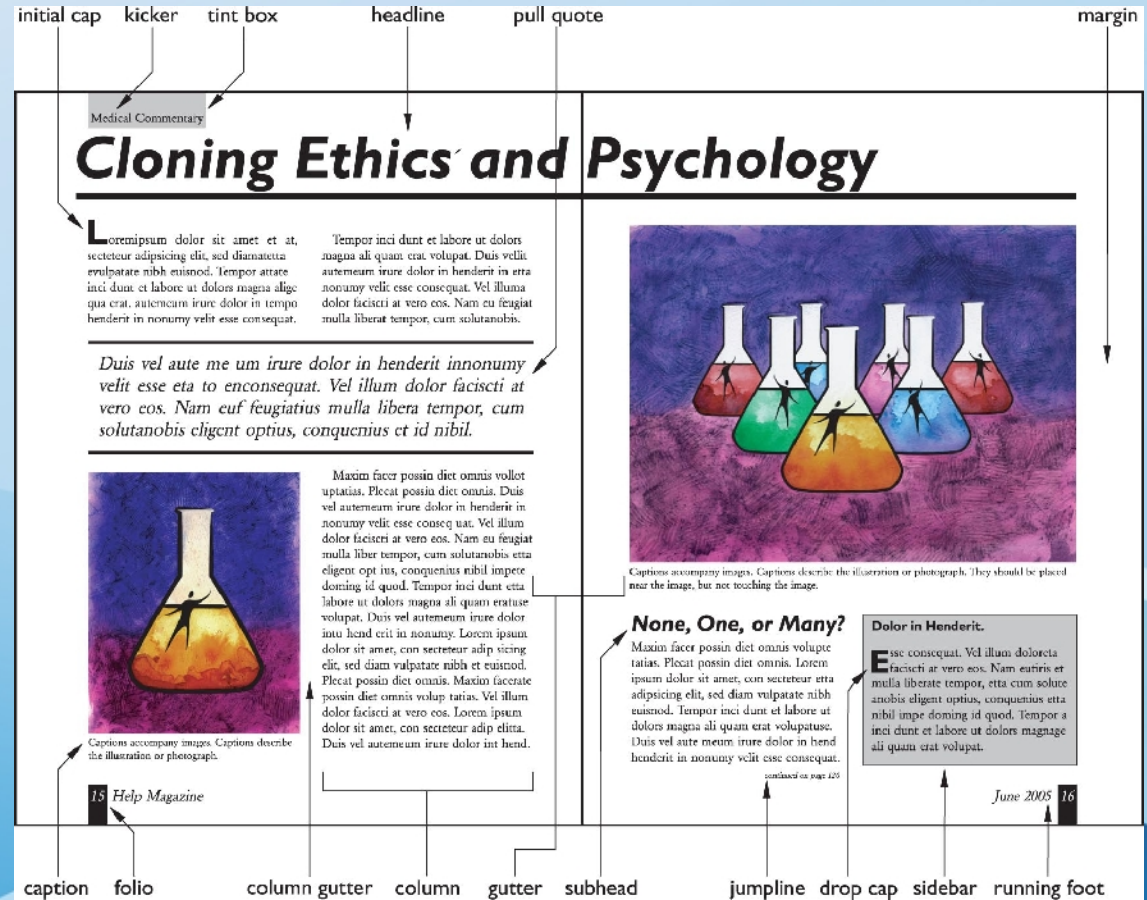
Considerations in Using Grids (1 of 4)

- Grids should be drawn before designing a page.

- Defining a grid helps a designer decide where to put headlines, subheads, body copy, graphics and other visual elements.

- Avoid thin body copy column widths.

- Keep in mind what visual elements will be in the design.

• This figure shows common visual elements used in a magazine design.

• A good grid will accommodate all of these elements.

Considerations in Using Grids (3 of 4)

- Width of body copy columns is important in designing a working grid structure.

- Grids with extremely thin or extremely wide body copy columns impair readability.

Considerations in Using Grids (4 of 4)

• This figure shows three possible body copy column widths.

• The bottom column width shown here is most readable.

This is 12 pt Gill Sans set in a 5 1/2" wide column. Small type set in wide columns make it difficult for the reader's eyes to find the beginning of the next sentence. The difficulty in tracking to the beginning of the next line increases as the type size decreases.

This is 12 pt Gill sans set in a 1" wide column. Type set in narrow columns is hard to read because of the short, choppy lines.

If you are using a computer program such as Page-Maker, In-Design or QuarkXPress to make your page, the hyphenation in

umns often becomes irritating and increase the difficulty in reading the text.

This is 12 pt Gill Sans set in a 3" wide column. The viewer has little difficulty in tracking from one line to another. Column widths containing 10-12 words per line are most readable.

Text Alignment

- An important aspect of alignment is text alignment or "composition".

- Strongly aligned text enhances readability and seems organized.

- Unaligned text slows down reading and seems disorganized.

Types of Text Alignment (1 of 2)

- There are basic and advanced types of text alignment
  - Basic Text Alignments
    - Flush Left
    - Flush Right
    - Centered
    - Justified

Types of Text Alignment (2 of 2)

- There are basic and advanced types of text alignment
    - Advanced Text Alignments
        - Runaround (also known as Text Wrap)
        - Asymmetric
        - Concrete

Flush Left Text Alignment (1 of 2)

- Classically known as *flush-left / ragged-right*

- In computer programs, called *align left*, or *left*

- Considered highly readable

The average horse, getting grain, should be allowed from ten to fifteen pounds of hay daily, but it is an error to think that horses at light work can subsist entirely on hay.

— Flush Left

- Left edge of type is aligned while right edge flows in a ragged edge. Rag Right.

- Irregular right edge gives the page a light and airy look.

The average horse, getting grain, should be allowed from ten to fifteen pounds of hay daily, but it is an error to think that horses at light work can subsist entirely on hay.

↑
└── Flush Left

Flush Right Text Alignment (1 of 2)

- Classically known as *flush-right/ ragged-left*

- In computer programs called *align right* or *right*

- Works best for short amounts of text

The average horse, getting grain, should be allowed from ten to fifteen pounds of hay daily, but it is an error to think that horses at light work can subsist entirely on hay.

Flush Right ⏐

Flush Right Text Alignment (2 of 2)

- Right edge of type is aligned while left edge flows in a ragged edge

- Difficult for reader to find the start of the next line

The average horse, getting grain, should be allowed from ten to fifteen pounds of hay daily, but it is an error to think that horses at light work can subsist entirely on hay.

Flush Right

Centered Text Alignment (1 of 2)

- In centered text both the left and the right edges are irregular

- Implies formality

The average horse, getting
grain, should be allowed
from ten to fifteen
pounds of hay daily, but
it is an error to
think that horses at
light work can subsist
entirely on hay.

↑
Centered

Centered Text Alignment (2 of 2)

- Useful for short amounts of text

- Centered text alignment makes
it difficult for the reader to track to next line.

The average horse, getting
grain, should be allowed
from ten to fifteen
pounds of hay daily, but
it is an error to
think that horses at
light work can subsist
entirely on hay.

↑

Centered

Justified Text Alignment (1 of 3)

- Classically known as flush-right/ flush-left

- Both right and left sides of text are aligned.

- Considered highly readable.

The average horse, getting grain, should be allowed from ten to fifteen pounds of hay daily, but it is an error to think that horses at light work can subsist entirely on hay.

Justified

• Allows for a high word density.

• Widely used in newspapers, magazines, and brochures.

The average horse, getting grain, should be allowed from ten to fifteen pounds of hay daily, but it is an error to think that horses at light work can subsist entirely on hay.

Justified

Justified Text Alignment (3 of 3)

- Justified type often develops undesirable "rivers" of white space.

Lorem ipsum dolor sit amet, con secteteur adipsicing elit, sed diam vulpatate nibh euisn. Tempor incidunt labore ut dolors magna erat volupat. Duis vel autemeum dolor in hen derit in nonmy velit esse consequat. Vel illum dolor facisti at ver eos. Nam eu feugit mulla Vel illum dolor faciscti at vero. Nam eu feugiat liber tempor, cum solutanobis.

Runaround Text Alignment (1 of 2)

- An advanced text alignment.

- Also known as *text wrap.*

- Type wraps around a visual element.

The average horse, getting grain, should be allowed from ten to fifteen pounds of hay daily, but it is an error to think that horses at light work can subsist entirely on hay.

↑

Runaround

Runaround Text Alignment (2 of 2)

• Commonly used in newsletters, magazines and brochures.

• Used in tandem with another text alignment, usually justified text

The average horse, getting grain, should be allowed from ten to fifteen pounds of hay daily, but it is an error to think that horses at light work can subsist entirely on hay.

↑
Runaround

Asymmetric Text Alignment (1 of 2)

- An advanced text alignment

- Few, if any, beginnings or ends of lines align

- Difficult to read

The average horse,
getting grain, should be allowed
from ten to fifteen pounds
of hay daily, but it is an error
to think that horses
at light work can
subsist entirely on hay.

↑

Asymmetric

Asymmetric Text Alignment (2 of 2)

• Best used sparingly

• Conveys an informal and energetic feeling

The average horse,
getting grain, should be allowed
from ten to fifteen pounds
of hay daily, but it is an error
to think that horses
at light work can
subsist entirely on hay.

↑

Asymmetric

Concrete Text Alignment (1 of 2)

- An advanced text alignment

- Type is arranged in a shape that describes an action or object

The
average horse,
getting grain, should
be allowed from ten to
fifteen pounds of hay daily,
but it is an   error to think that
horses at   light work can
                  subsist entirely
                  on hay.

Concrete

Concrete Text Alignment (2 of 2)

- Works best in simple silhouettes

- Difficult to read but very creative

The
average horse,
getting grain, should
be allowed from ten to
fifteen pounds of hay daily,
but it is an   error to think that
horses at   light work can
subsist entirely
on hay.
↑
Concrete

Group Related Elements

- Alignment functions best when like information is grouped

- Grouping information makes it easier to physically align visual elements

- Grouped information is easier to read and organizes the page

Alignment Example (1 of 2)

- This business card seems cluttered and uses too many text alignments (flush left, flush right, and centered).

- Name, title, and address are clumped together, and does not read well.

Winter By Design

Jack Frost
Snowflake Sculptor
12 Winter Way, Suite 34
Icetown, Wisconsin, 50700
(555) 555-2424

"Making Winter Beautiful Since 1723"

Alignment Example (2 of 2)

- Using a single strong flush-left text alignment organizes the design.

- Grouping like information together (name with title; address with phone number) makes the card easier to read.

- Varying the size of the snowflakes adds visual interest and encourages scanning.

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Summary (1 of 2)

- The principle of alignment works well in all pages, whether single or multiple-pages.

- Grid structures are useful in establishing strong alignments.

- Each type of text alignment scheme influences the overall impression of the page's message.

- Flush-left and justified text alignment schemes are easy to read.

Chapter Summary (2 of 2)

- Centered text alignment conveys a formal and dignified feeling.

- Asymmetric and concrete text alignment schemes are difficult to read but very creative.

- Runaround text alignment is used in tandem with another text alignment scheme.

- Strong alignment organizes a page and reinforces a professional image.