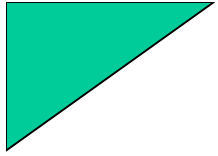


How Page Layout Affects Your Proposal

Ann S. Jennings, Ph.D.

canned bland!



▶ **Document Layout:
How It Affects
Your Proposal**

Ann Jennings





Overview: effective layout

- Givens
- Caveats
- Principles
- Practices





Givens

- Many readers are lazy—or busy.
- Most readers want visual treats.
- You were not trained as a graphic artist.
- You want to win the contract!



Caveats

- If what you're doing works, don't change it!
- The speaker does not know everything.



Horror vacuui: fear of empty space
leads to → cluttered pages → frustrated readers ►

Our mantra—

White space is my friend.

White space is my reader's friend.



Principles ✓ ▶

- Gestalt psychology
- CRAP (contrast, repetition, alignment, proximity)

Practices

- Grids
- Hierarchies



Gestalt psychology

- Why a theory?
 - we lack visual grammar
- Why Gestalt psychology?
 - it explains how we process our perceptions
- What does gestalt mean? (next slide)



Gestalt ▶

- An organized structure
- A whole that is
 - orderly
 - rule-governed
 - non-random

Sounds like visual grammar!



Gestalt principles* and visual design ▶

- Figure-ground segregation
- Symmetry
- Closure
- Continuation

*selected principles





Figure-ground segregation:

discernable contrast between focal point and background ▶



Document Title

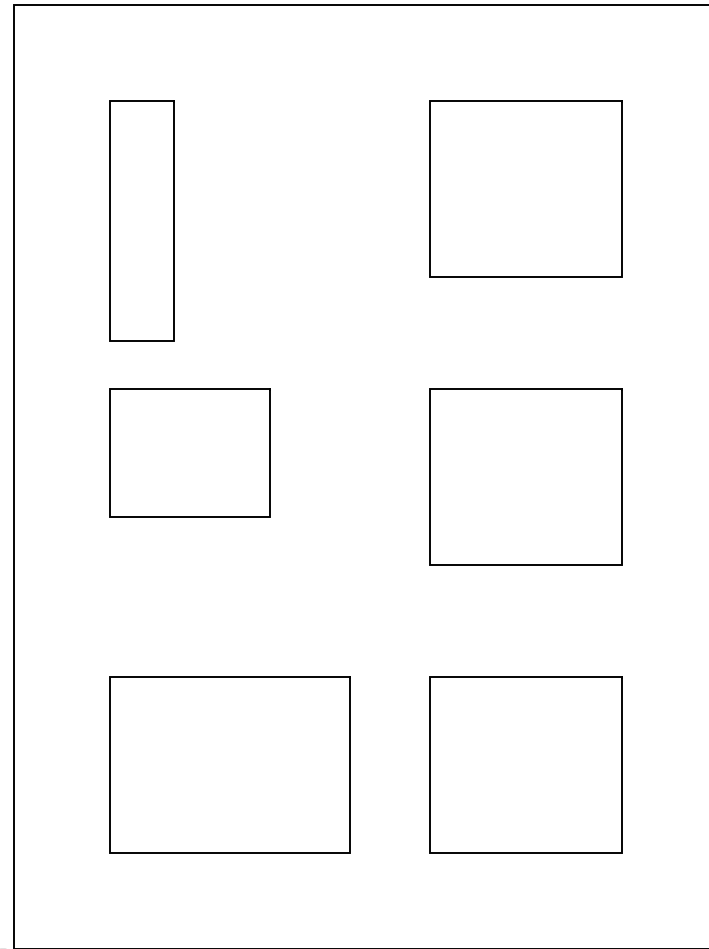
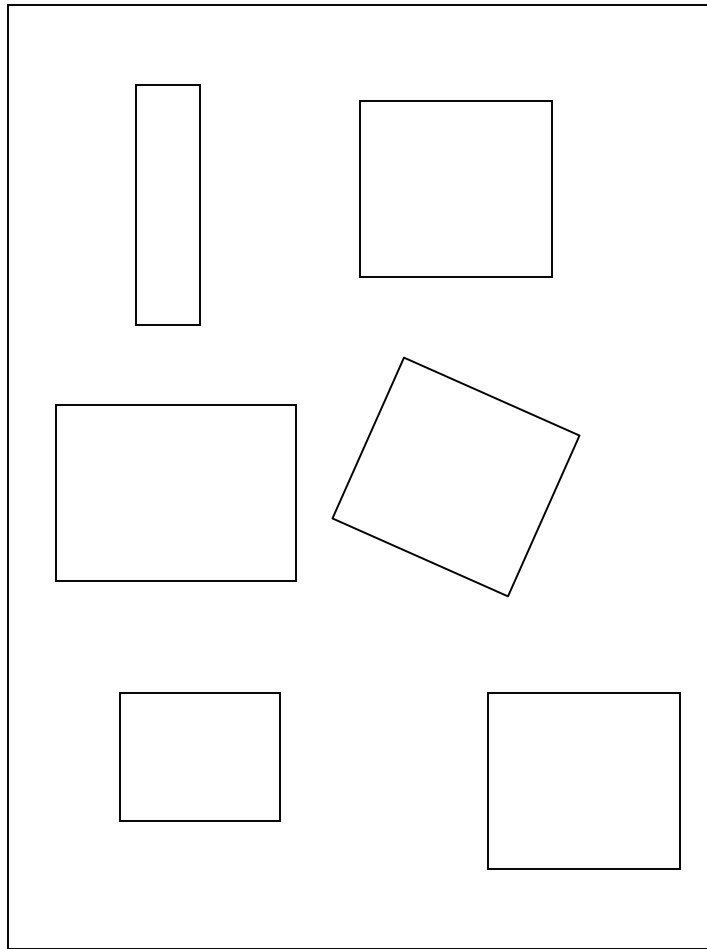


Document Title



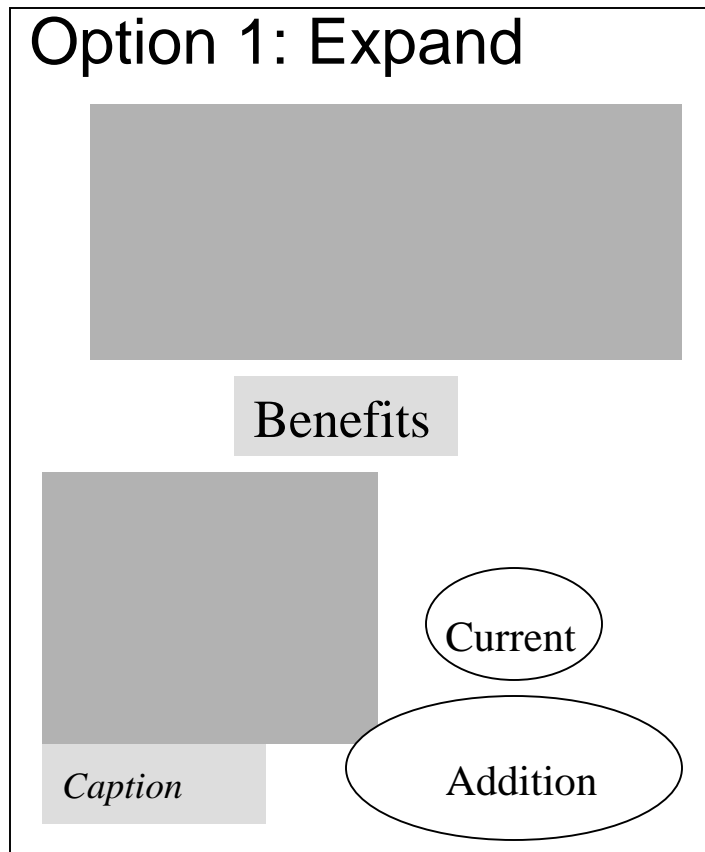


Symmetry: correspondence of size, shape, and relative position of parts on opposite sides of a dividing line ▶

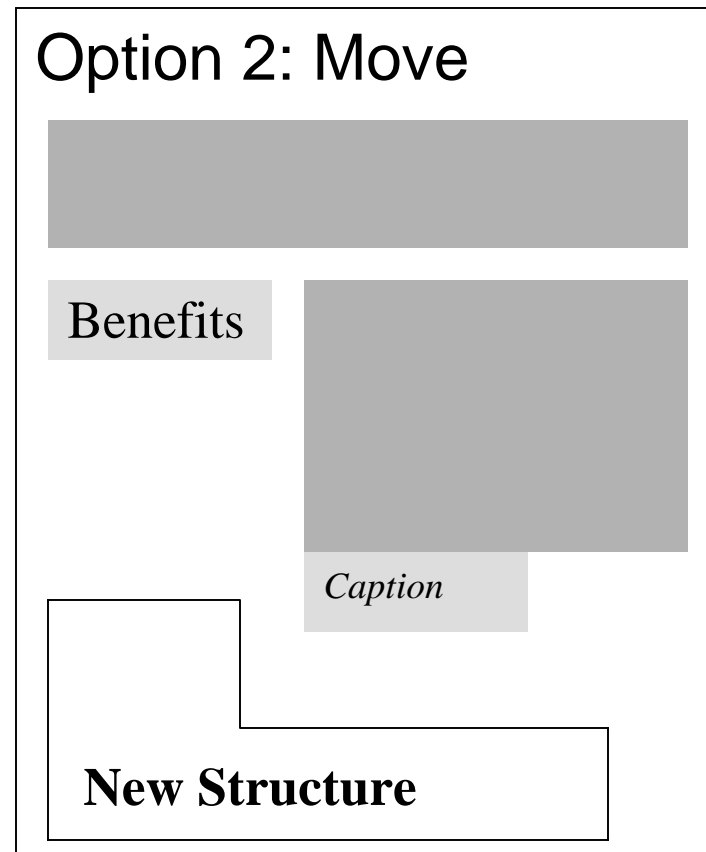


Symmetry: document ►

Option 1: Expand



Option 2: Move





Symmetry: document ▶

Option 1: Expand



Benefits



Caption

Current

Addition

Option 2: Move



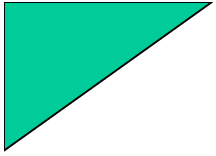
Benefits



Caption

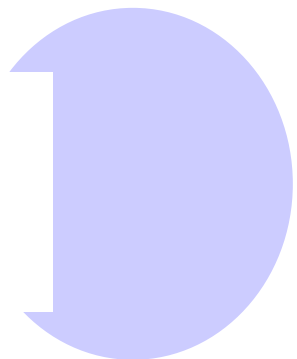
New Structure



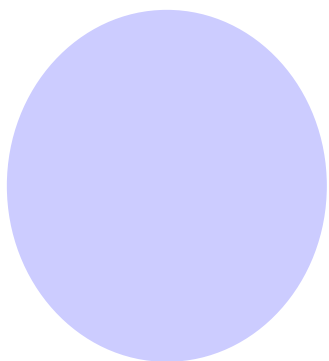


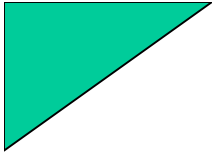
Closure: the condition of being complete

No closure—your eye completes the circle



Closure





Closure: document ▶

Posture and Research

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX.
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX



Caption. Caption. Caption. Caption.
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX.

Posture and Research

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX.
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX.



Caption. Caption. Caption. Caption.

Continuation: maintaining without interruption

PROJECT	Bridges	Roads
Thriving Economies		
U.S.A.	20	60
Canada	9	21
Western Europe	11	27
Developing Economies		
Mexico	4	12
Central America	4	8
S.E. Asia	3	6

PROJECT	BRIDGES	ROADS
Thriving Economies		
U.S.A.	20	60
Canada	9	21
Western Europe	11	27
Developing Economies		
Mexico	4	12
Central America	4	8
S.E. Asia	3	6



Principles: CRAP

- Contrast
- Repetition
- Alignment
- Proximity





Contrast: for non-identical items

- Differences should be dramatic
 - large vs. small
 - thick vs. thin
 - horizontal vs. vertical





Contrast: **large** vs. **small** 

Original

**Great
Proposal:
Scintillating
Subtitle**

**XYZ Inc.
Date, 2001**

Revised

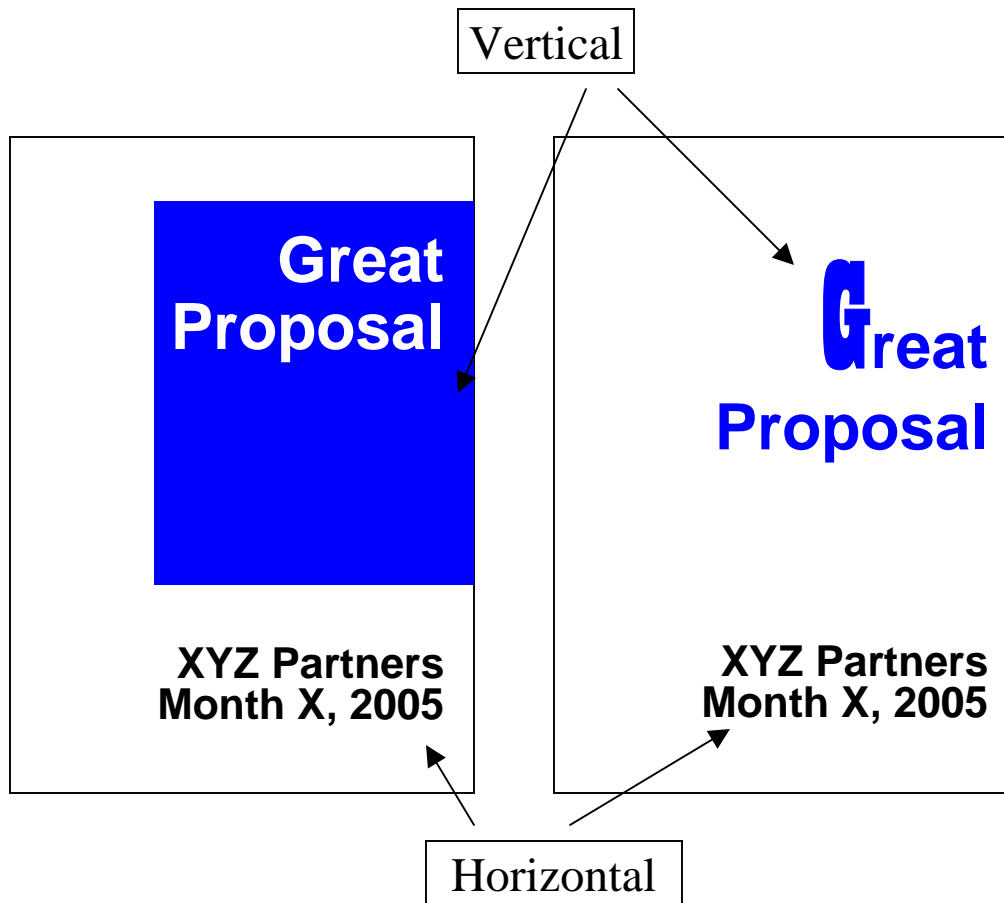
**Great
Proposal:
*Scintillating
Subtitle***

**XYZ Partners
Date, 2001**



Contrast: horizontal vs.

V
e
r
t
i
c
a
l





Repetition:

reoccurrence of design elements throughout the document ▶

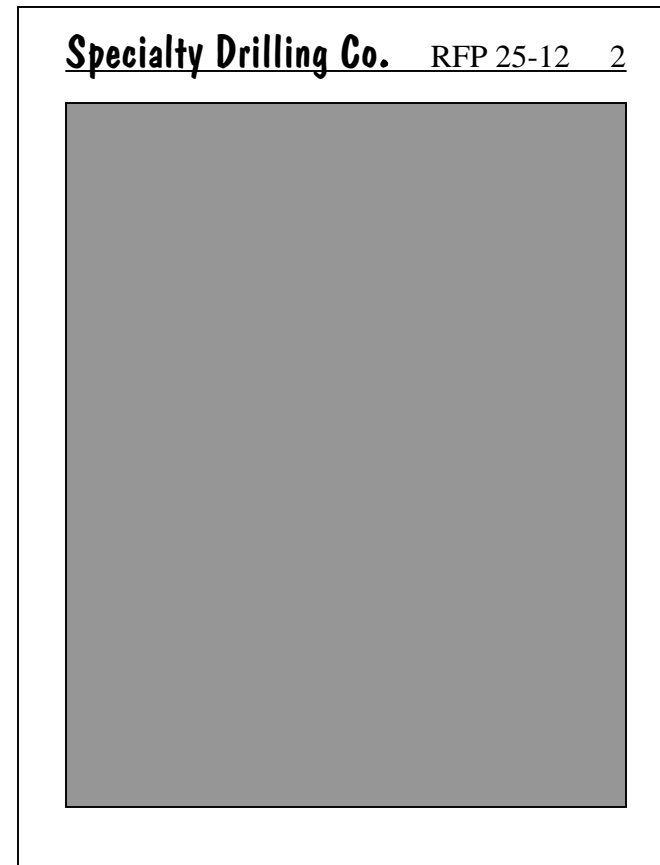
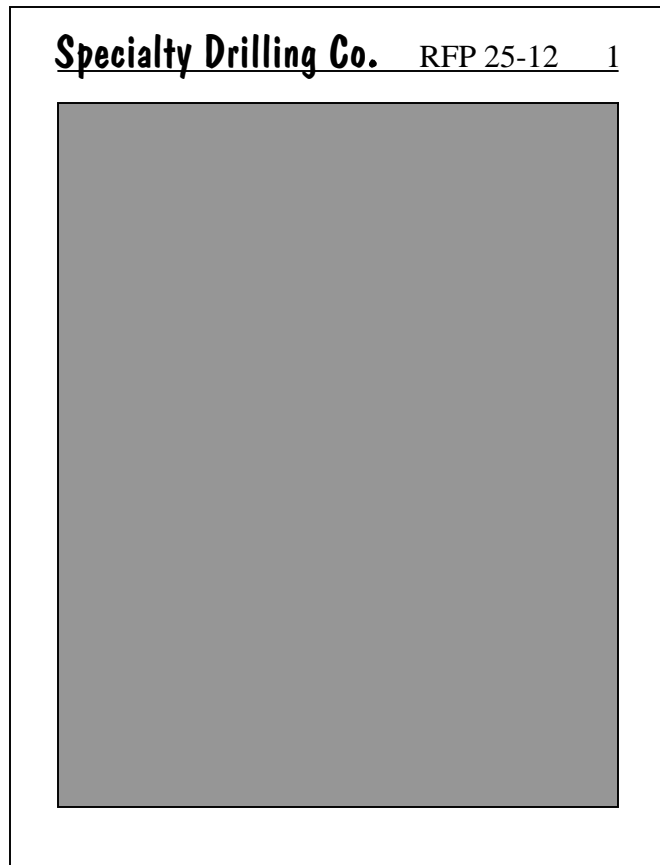
- Size—various levels of headings
- Space—between headings and text
- Placement—illustrations and their captions
- Rule—decorative/functional line*
- Typeface—special font for corporate name*
- Graphic element—▶ ▼

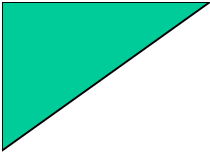
*Next slide



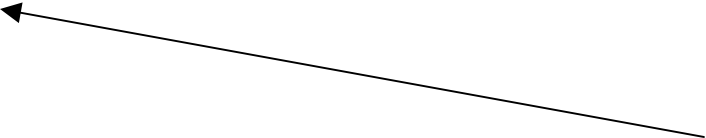


Repetition: rule and typefaces





Alignment: arrangement of elements against a vertical or horizontal baseline. The baseline may be visible or invisible. ►



Remember the **blue “rule” (line)** on the left side of every slide?





Proximity: closeness of related items; grouping ►

accountants
engineers
drillers
truck fleet
downhole tools
specialized software
networked offices
frequent drug tests
onsite monitors

Personnel

accountants
engineers
drillers

Equipment

truck fleet
downhole tools

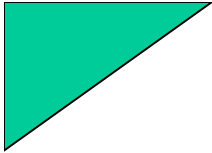
High-tech capacity

specialized software
networked offices

Safety

random drug tests
onsite monitors





Proximity: headings close to their text

Heading

XXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX.

Heading

XXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX.

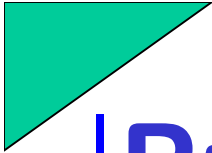
Heading

XXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX.

Heading

XXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX.





Proximity: the discussion of an illustration on the same page as the illustration! ▶

Posture and Research

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX. See Figure 4.
XXXXXXXXXXXXXXXXXXXXXXXXXXXX.



Figure 1. Caption.

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX.

Existing hydroelectric plant

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX. See Figure 6.2.
XXXXXXXXXXXXXXXXXXXXXXXXXXXX.
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX.



Figure 6.2.
Small Plant





Principles

- Gestalt psychology
- CRAP (contrast, repetition, alignment, proximity)

Practices

- Grids
- Hierarchies





Practices: page/document layout

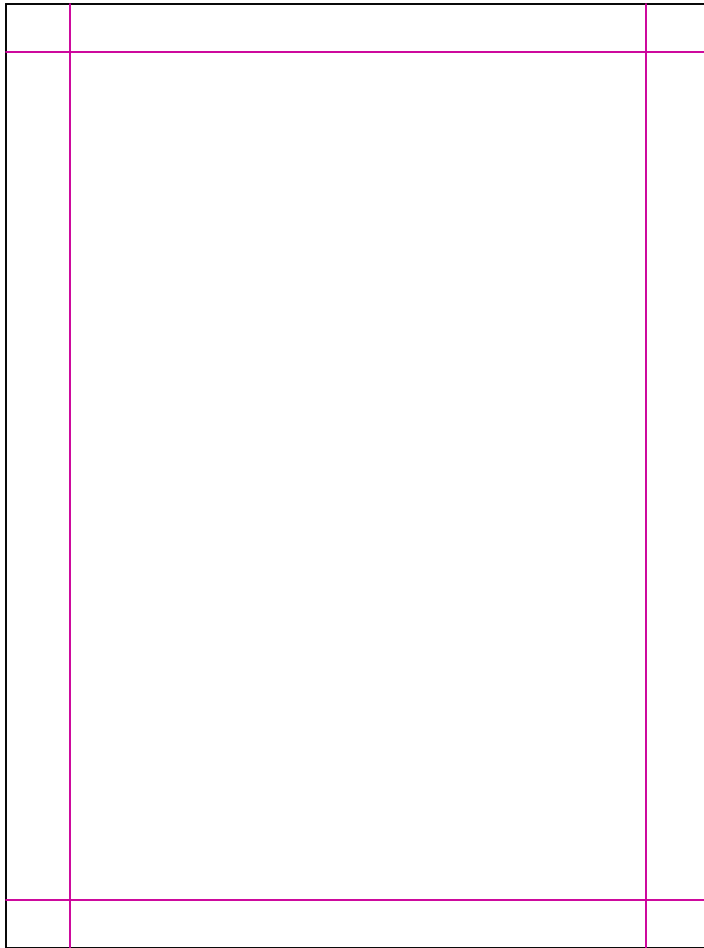
- Grids
 - networks of horizontal and vertical lines that
 - intersect
 - divide the page
 - create a framework of areas or modules



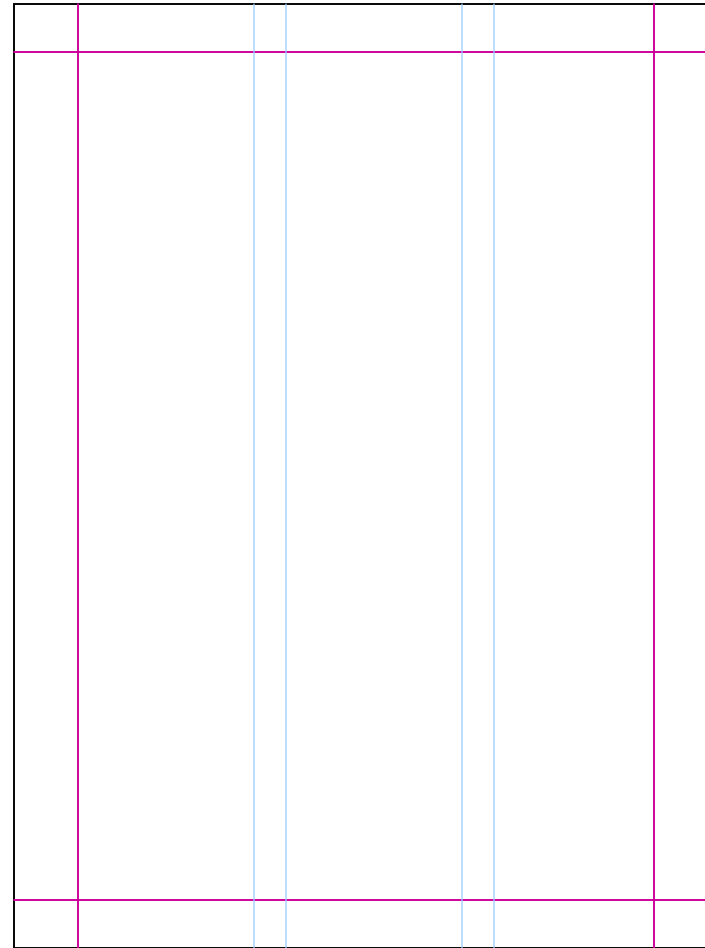


Grids at work in your document

One column



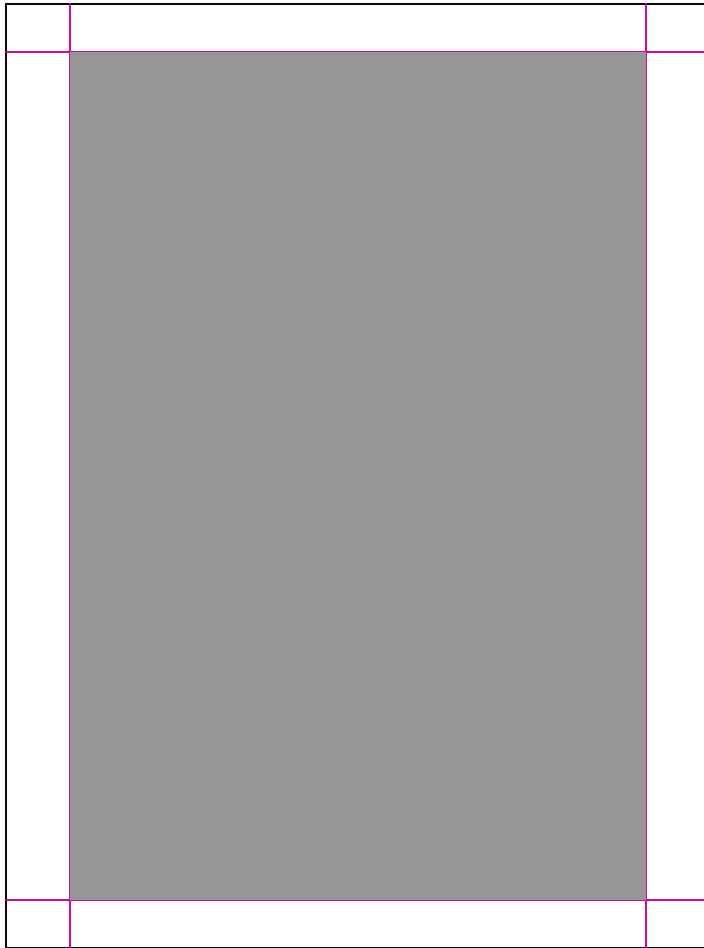
Three columns



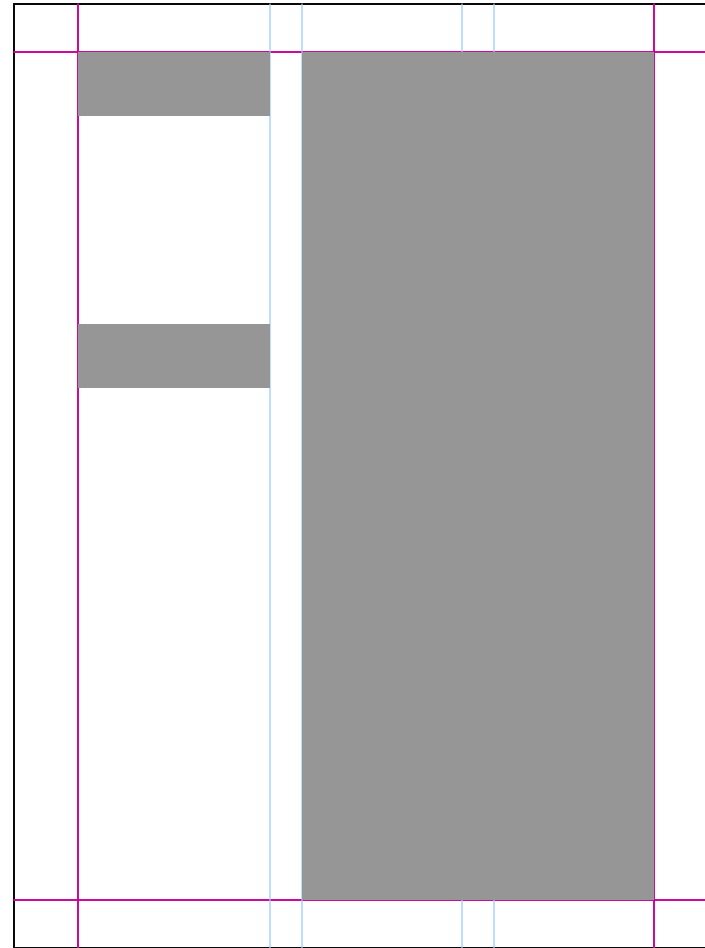


Grids at work in your document 

One column

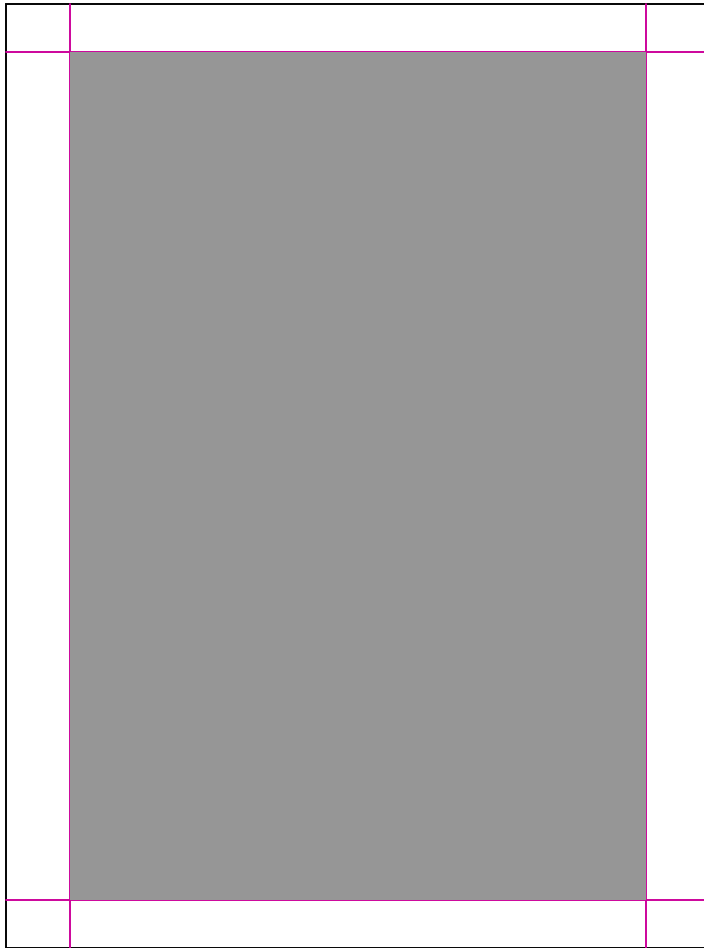


Three columns—white space!

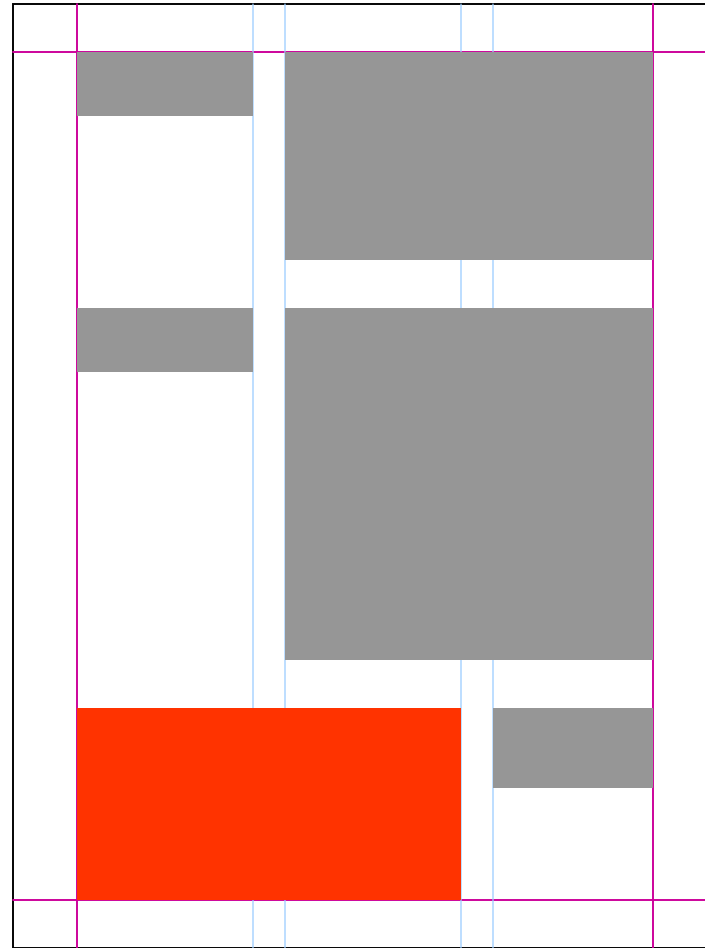


Grids at work in your document ▶

One column

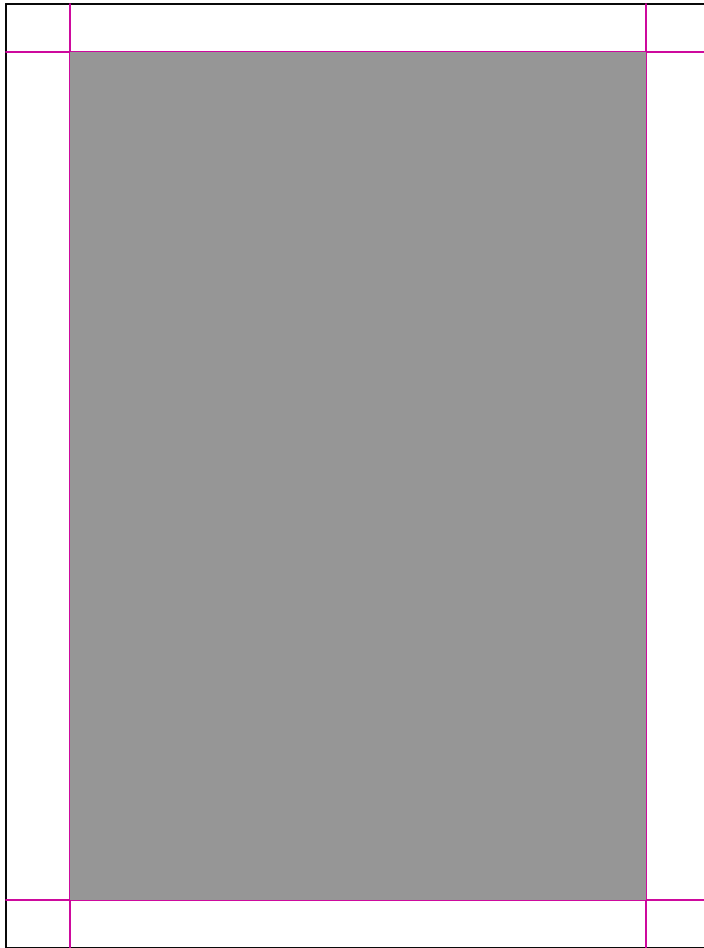


Three columns—white space

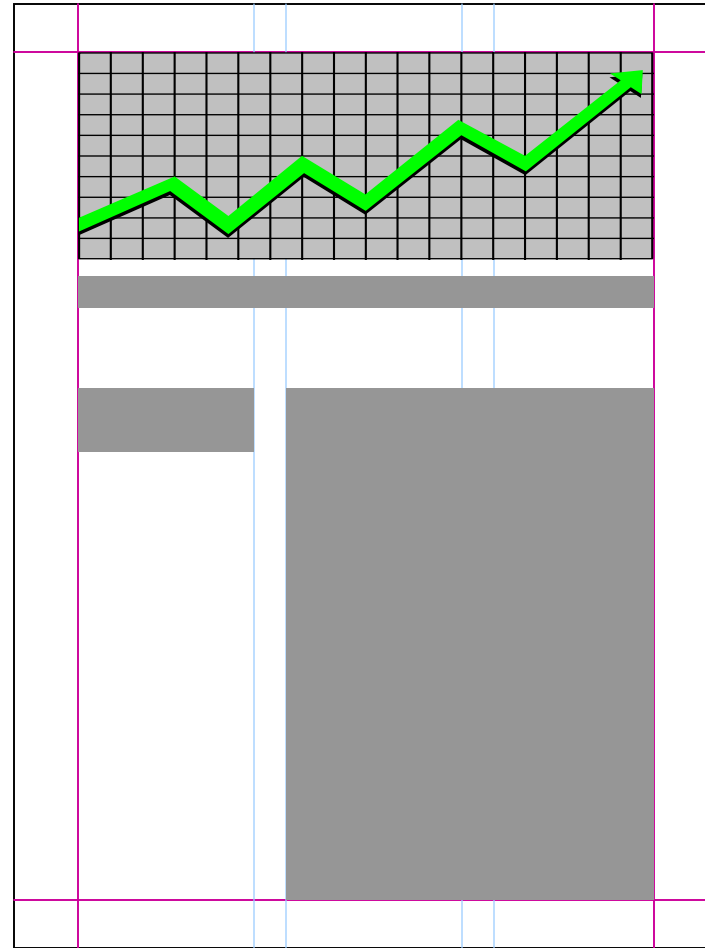


Grids at work in your document

One column

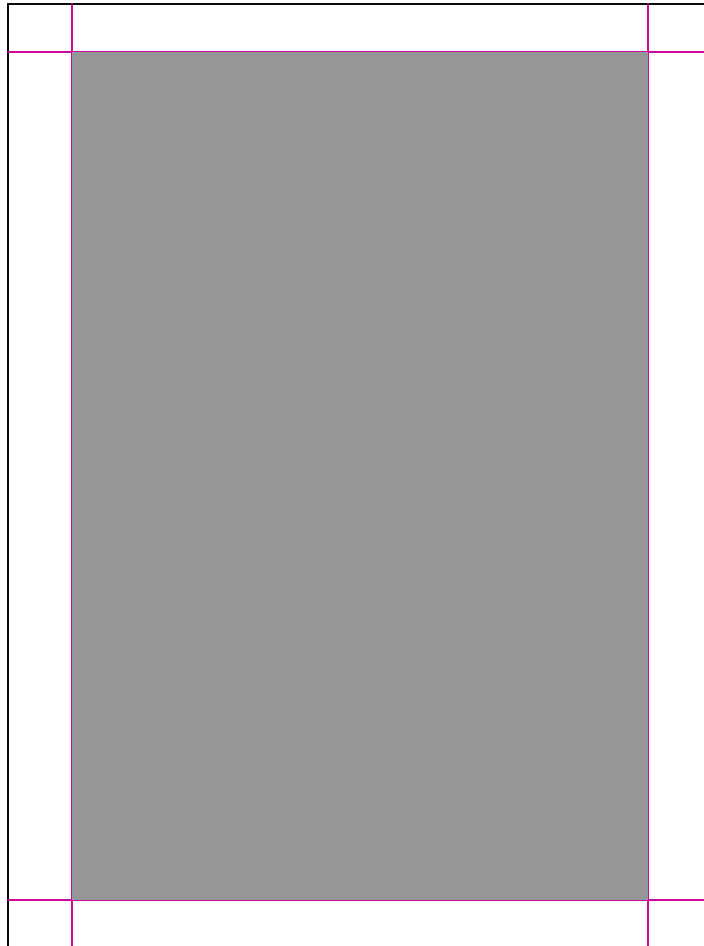


Three columns

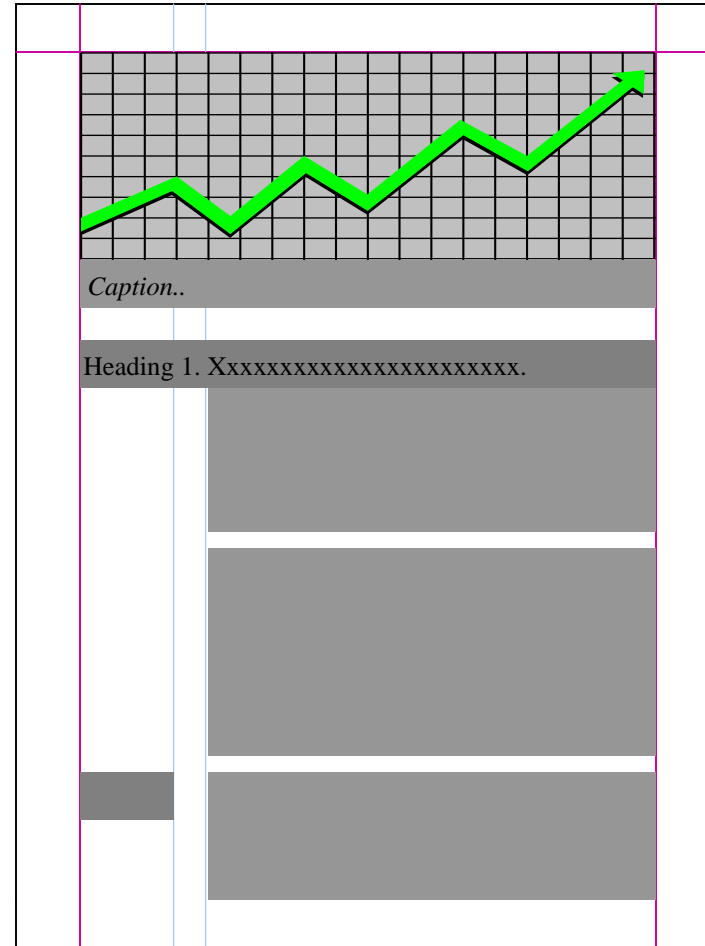


Grids at work in your document ▶

One column

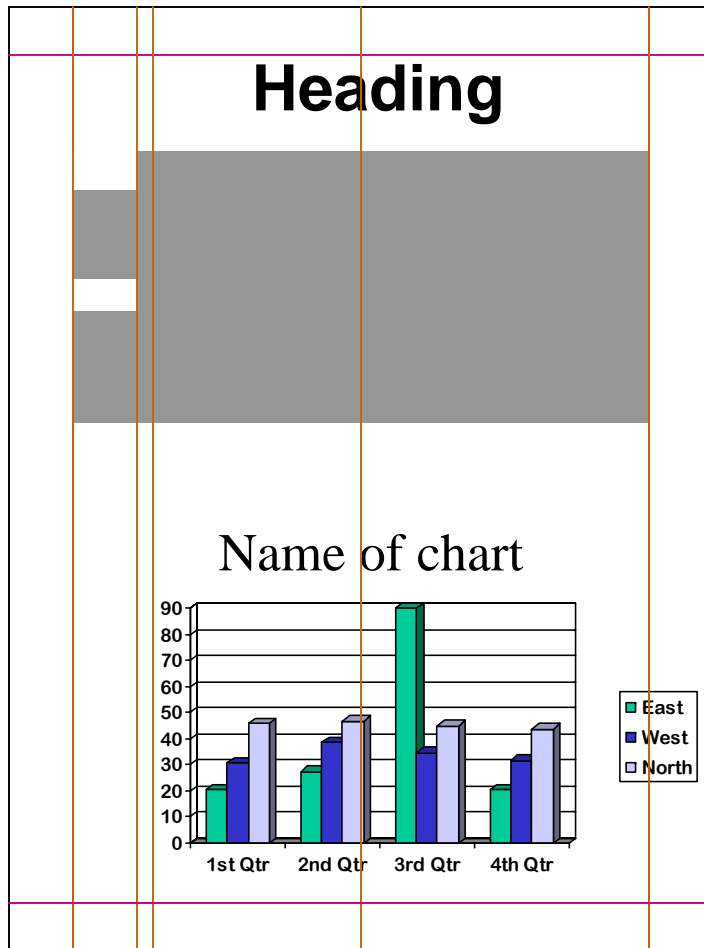


Two columns

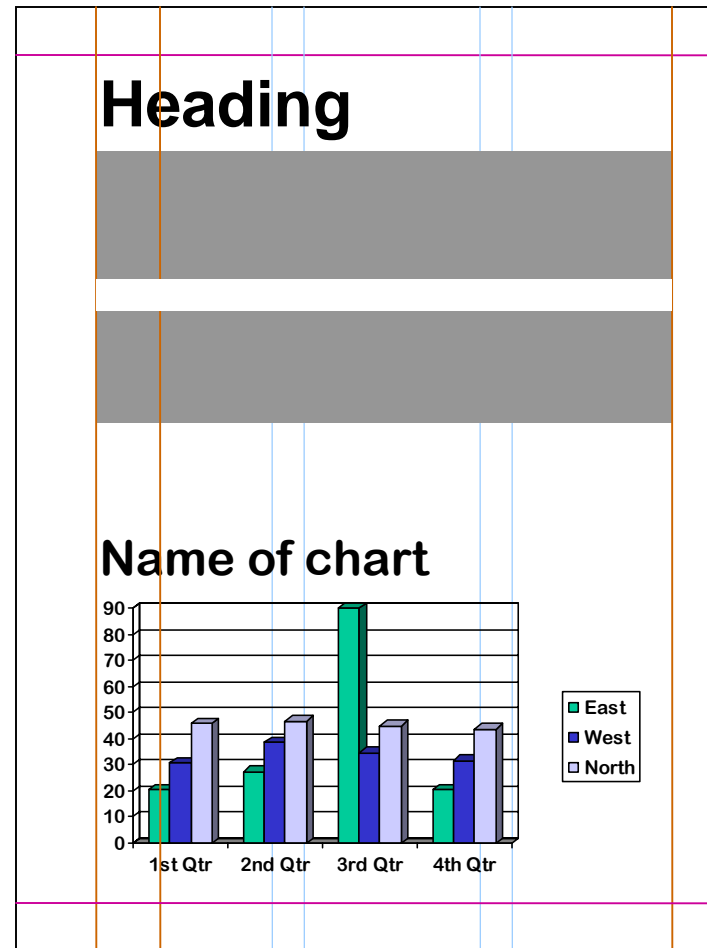


Grid alignment

Typical



That's better

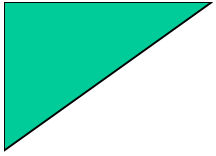




| Practices: page/document layout

- Hierarchy = graded or ranked series based on
 - importance of the material
 - function of the material
 - Signal? Examples: titles and headings
 - Information? Examples: text, illustrations, and data displays



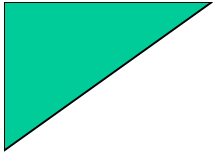


| Create hierarchies using ►

- Size
- Placement
- Color
- Graphics

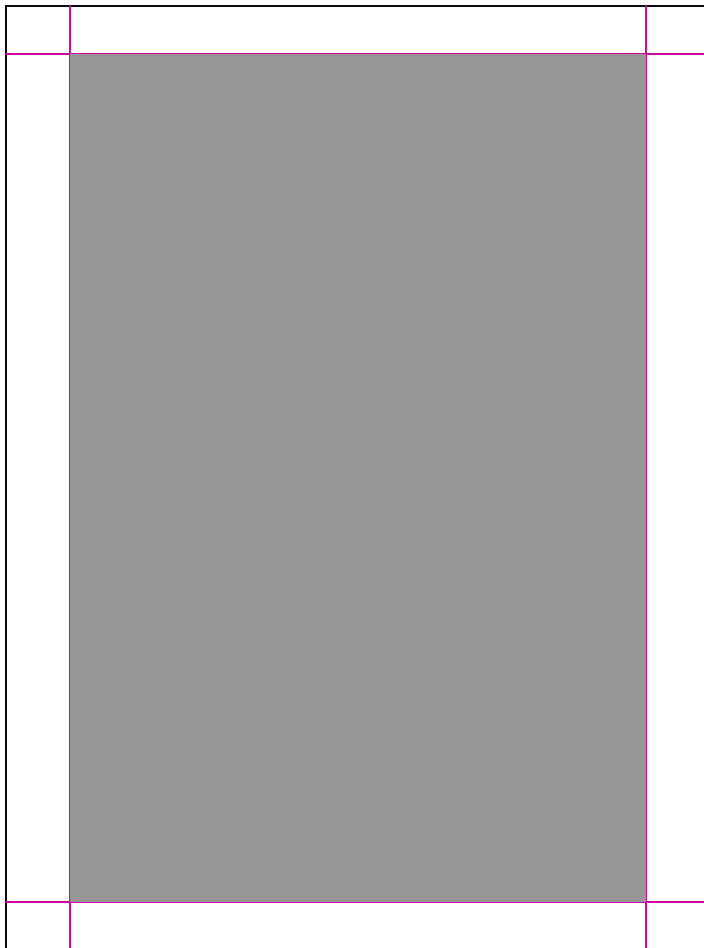
**Non-textual
design cues**



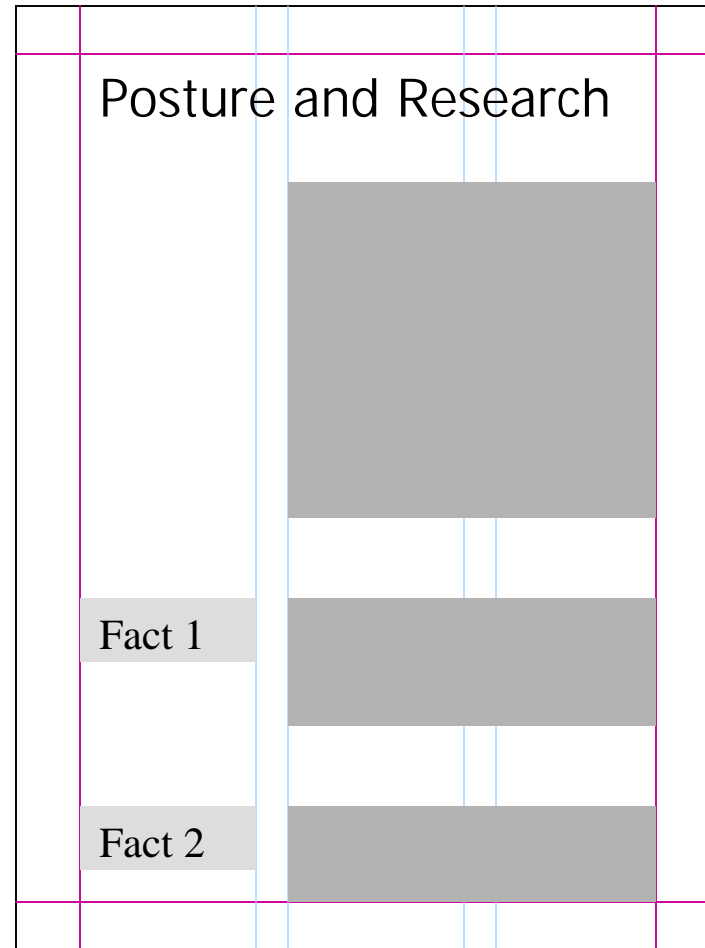


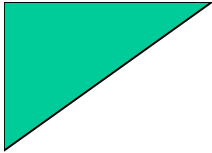
Hierarchy created by size and placement

One column



Three columns





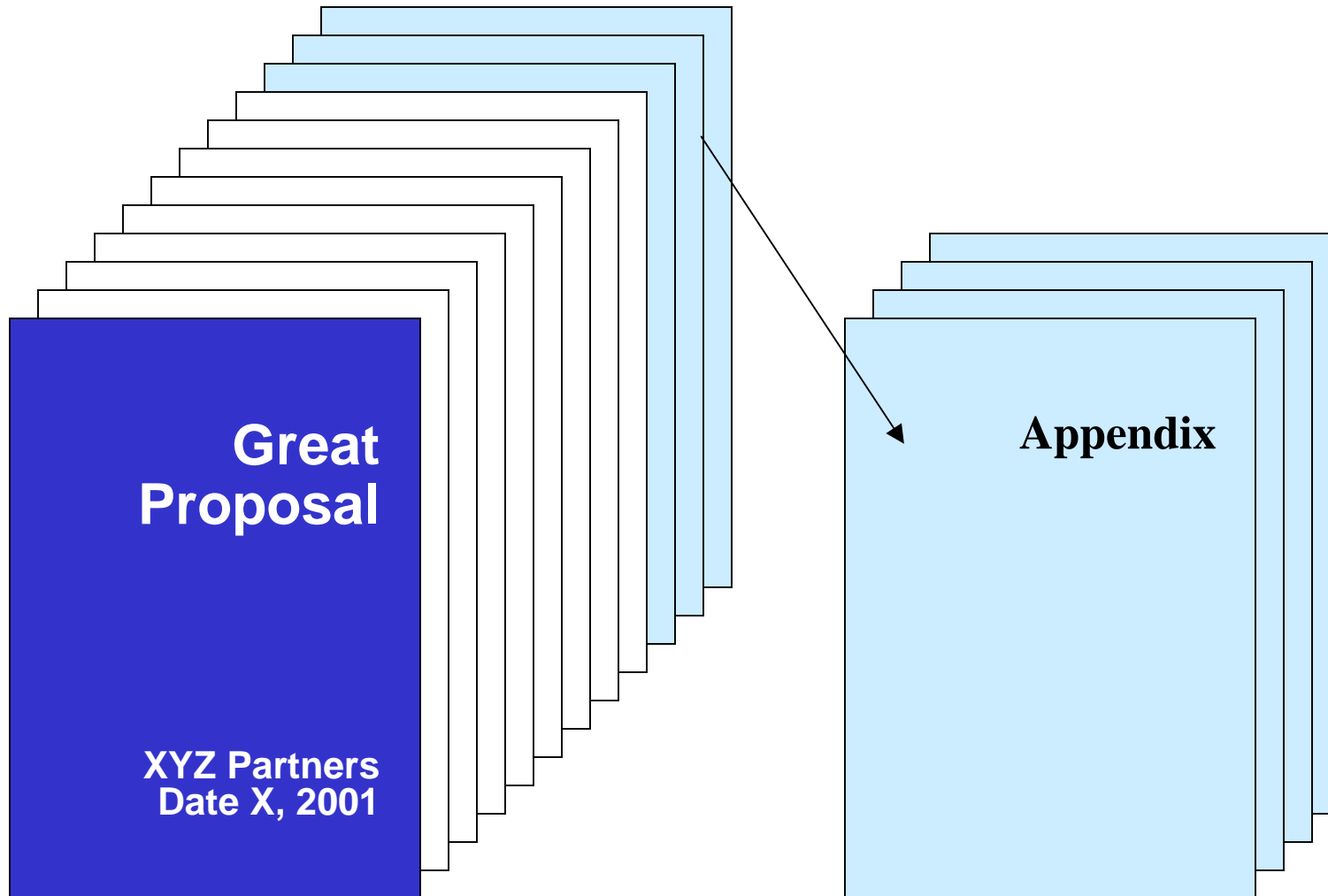
Hierarchy created by color and placement

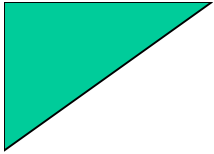
Posture and Research	
	Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xx. Xxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx.
Fact 1	Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxx. Xxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxx.
Fact 2	Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxx.xxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx.

Posture and Research	
	Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xx. Xxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx.
Fact 1	Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxx. Xxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxx.
Fact 2	Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxx.xxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxx.

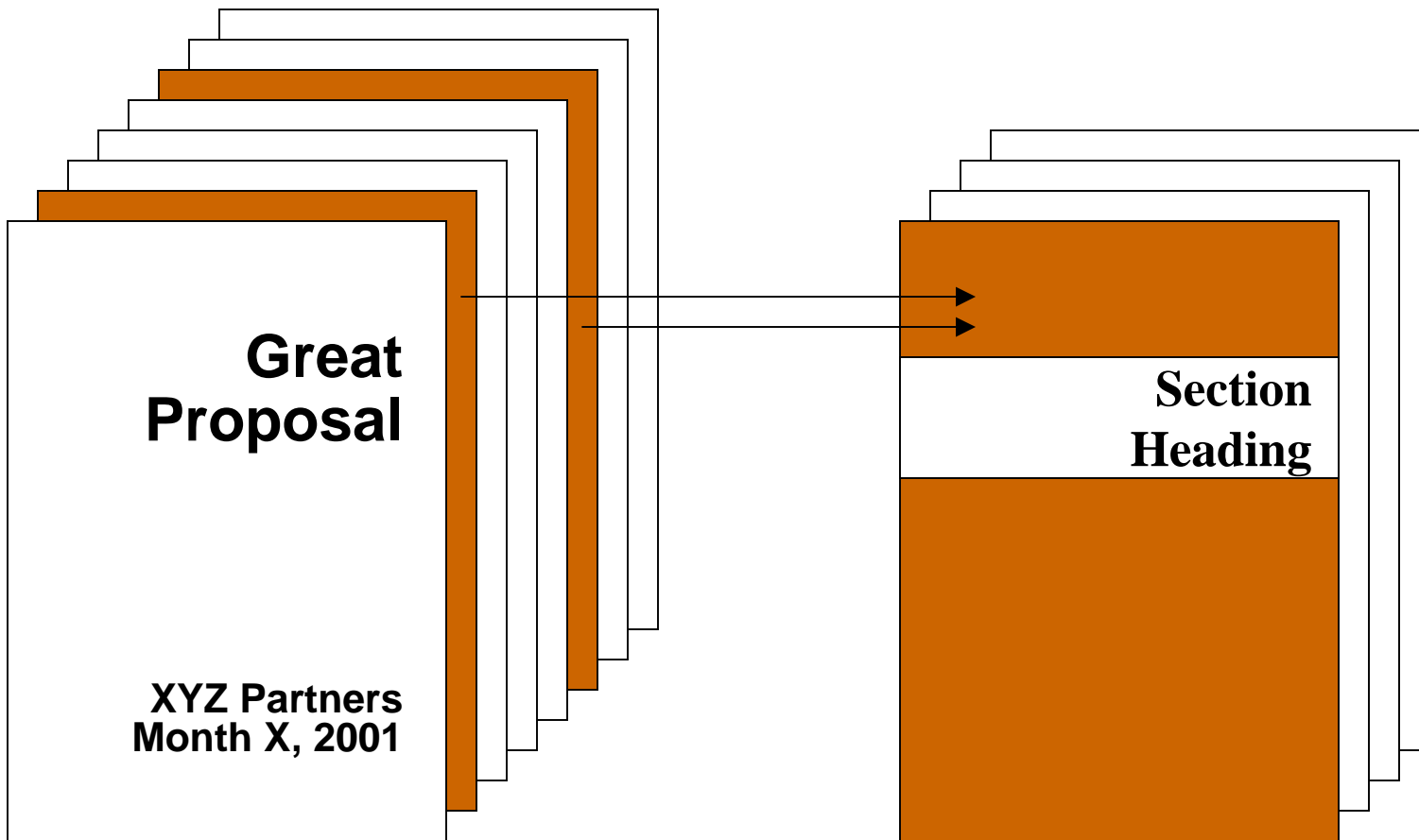


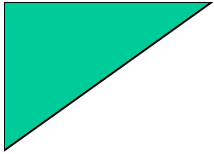
Hierarchy created by color and placement



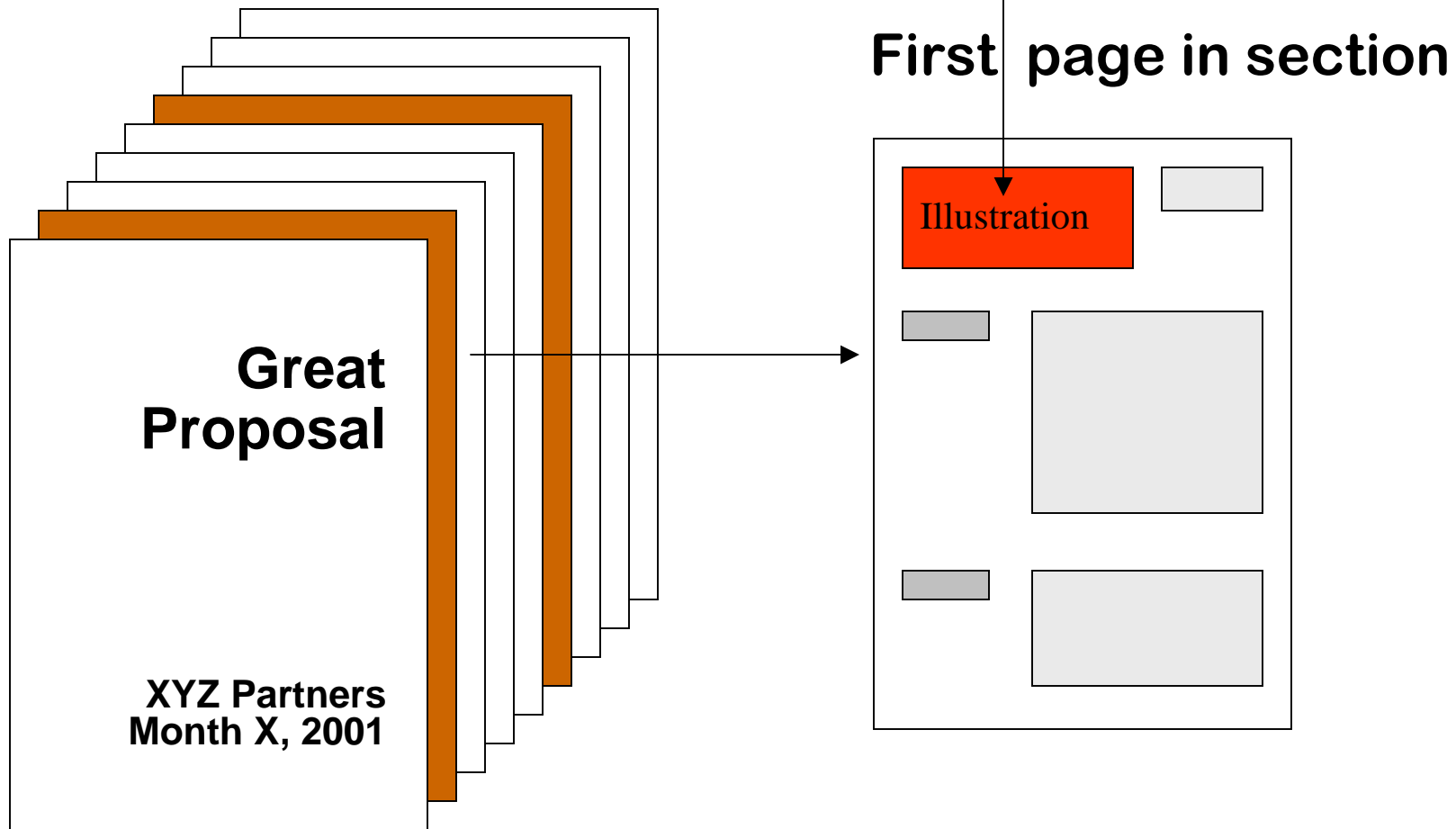


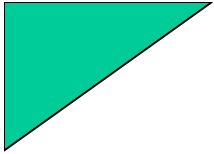
Hierarchy created by color and placement



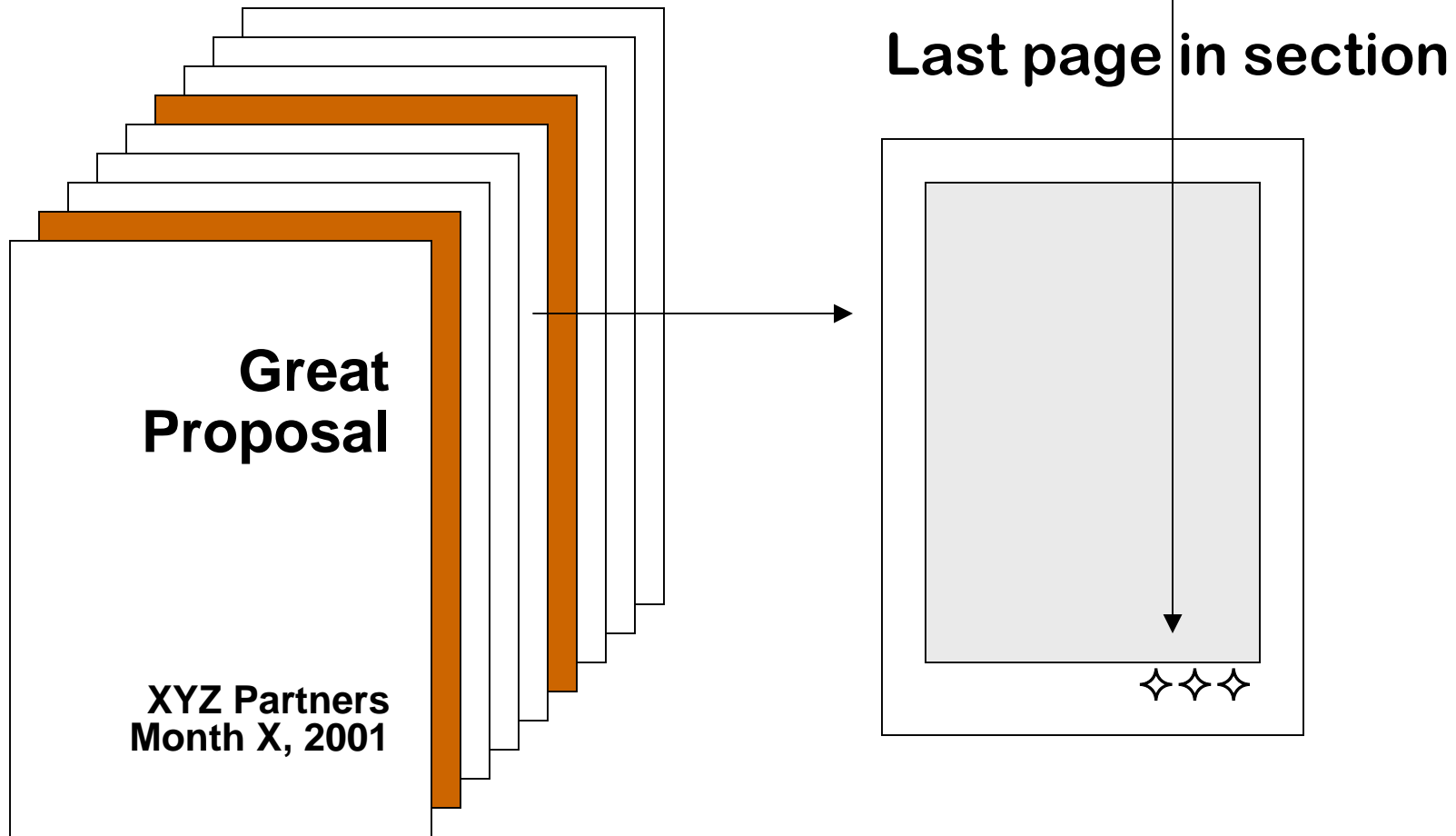


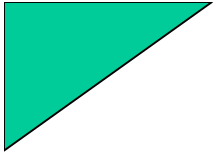
Hierarchy created by graphics





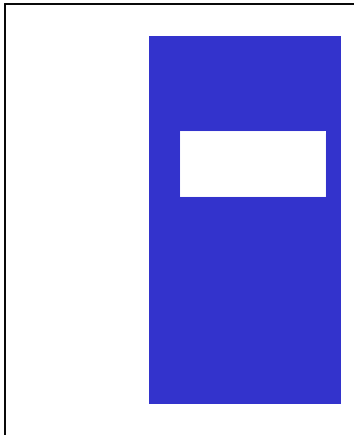
Hierarchy created by graphics



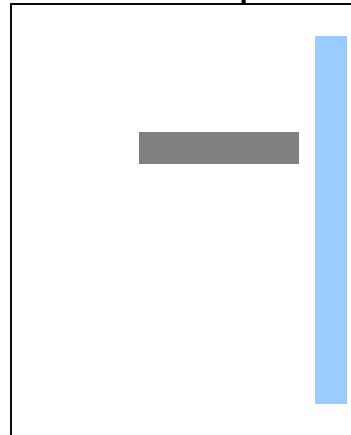


| Plan for a document ▶

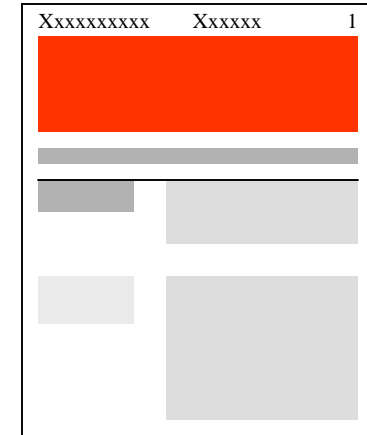
Title



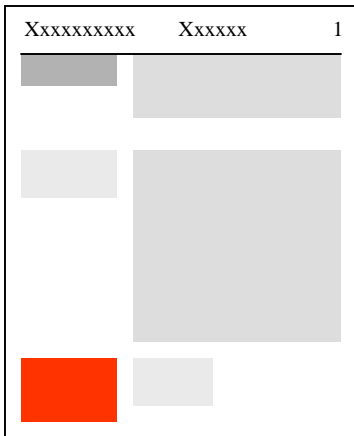
Section/chapter



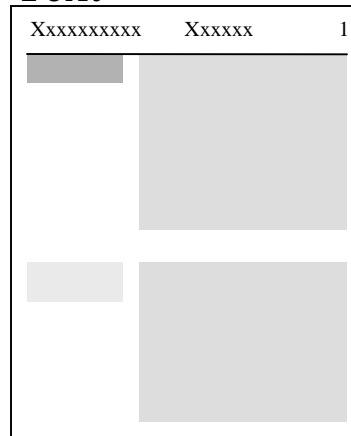
Text



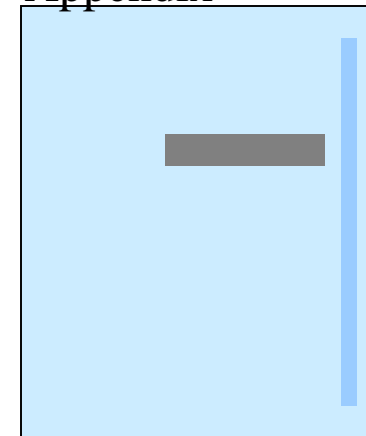
Text



Text



Appendix





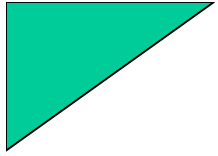
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