

LAYOUT

ARTIST INTERFACE DESIGN.

A layout artist is responsible for the overall visual look of a publication. He or she arranges text and images to create a pleasing layout for readers. These artists may work in advertising agencies, newspapers, or magazines, and they may work on different projects, such as brochures, books, CD cases, articles, reports, posters, magazines, flyer's, advertisements and ad copy. Layout artists may also work on websites, making them attractive and easy to navigate.

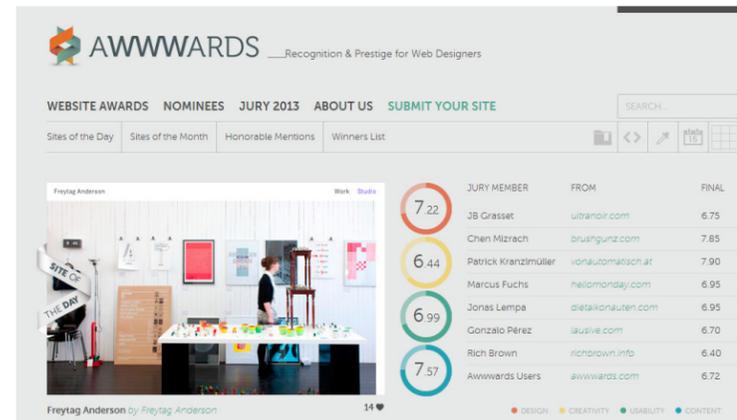
While layout artists once used tape or glue to piece together pages of copy and images by hand, most modern graphics professionals lay out their work digitally using computer graphics software. Learning graphics software is a key accomplishment in a professionals education and training. Working with images and text on a screen using visual editing software tools is a daily task for most artists, although there may be some smaller publications or small businesses that still use manual paste up layout techniques.

These professionals must select colors that fit with each publication or project to convey the desired mood or tone of the material.



The format of the page layouts must be easy to read, and the font and lettering size must be clear. Layout artists must make many daily decisions about all of the details of their work in order to produce successful projects.

Trends in layout design change all the time, it all varies on what the layout is for, what magazine, what book, what website, what flyer and so on. For obvious reasons something that is stylish and enhances the appearance of a female fashions magazine such as Frankie might not be suited for a rock and roll music magazine such as Rolling Stone. So it can be difficult to pin point one simple trend in this industry and what will be, because there are so many answers. For more feminine designs, such as fashion sites

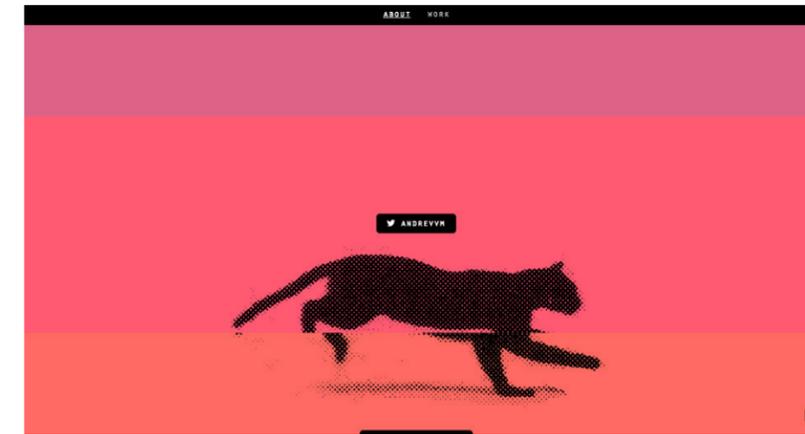


or magazines, some current trends are clean and crisp but also natural and organic.

A all round current trend I have been seeing frequently are organic designs, Though some other companies are bringing in quirky styles, remaining refreshing and clean but adding quirkiness and humor, such as Telstra and Optus. When a lot of phone companies such as Telstra, Optus, 3, Vodaphone etc. were quiet serious and simple in way to reflect them as a trustworthy, serious about providing you company. Companies such as American Express, telstra and Optus are now playing with animations and fun type faces. This less serious direction is going to become a trend. I believe more designers are not going to be strict on design rules.

Of course not throwing layouts together with no meaning or flow would just not work, you can see effort in a design, you can see knowledge and goal in a layout. A good designer will successfully be able to get this image across.

But more and more layout designs are going to play around with new crazy designs that 5 years ago would have been inappropriate or only for a "young" audience. Design is a constant moving industry in any area of design. We have to keep trying new things to create new trends, Technology is evolving everyday so as I designer always learning and using new things is great for example some to use interactive media and less printing. Books will always be with us but



I just think less magazines will be printed but more published Online, there are so many ways to access design online and perhaps books wont be far behind on this trend with new electronic book gadgets like ebooks.

Overall there are 2 inevitable trends we can already see on the horizon, one being more interactive designs, more digital and people being more environmentally aware. More relaxed, fun and carefree designs. We are going to see more relaxed, spontaneous, and fun approaches. Trends come and go then if great enough will return and years latter but altered to the new age. Some design concepts we use today are influenced by old movements such as Bauhaus. Another relating trend will be a range of designers will

go back to basics, designs will look at crafted, hand made and designed from scratch design approaches. This will reflect more warmth, comfort and realness. Its make the design more personal. A trend is not always a easy things to predict. Designers don't always do the same thing nor what they are predicted to.

From were I stand I believe in a lot of situations there are a percentage of designers that will always do their own thing "the trend makers" go left of field and stand out. There are some that follow the designers making money, then the group moving forward with current and near trends editing to remain stylish. A designers guidline is to continually be creating and justifying their image and how they want to portray themselves or their company or



designers. So a certificate, diploma in Graphic Design would give your design career a kick start, ideally a degree (associates or bachelor's degree) in Communication Design (Graphic Design) or Interior Layout Design which is 3-4 years full time. Website design, programming and website development courses are also a consideration.

product. Read blogs, magazines, books, visit websites, join social networks, be apart of it not just the Internet world but attend galleries and seminars and so on. Most designers know this all helps keep you in the loop and to keep producing great designs. The sort of skills a designer would need to obtain would be to have active listening, time management, artistic abilities, exact and accurate in preparing layouts for production, detail orientated, creative, design software skills, skilled at research since, increasingly, consumer information and knowledge is needed to design product packages or ads.

Simplicity is the new paradigm. The process of simplification will be the only tool we have to make content accessible and readable on the greatest possible number of devices, with the best user experience. Content strategy, UX, Usability, Accessibility and Visual Design must all be guided by this new paradigm. It will be a time for getting the best out of mobile technology and creating new user experiences, exploring device sensors and experimenting widely with touch-enabled-interfaces, speech-based, etc. Simplicity is something we are going see over the next 6 months. Layouts will be easy to understand, they will understand us, interact with us and calming to use. Less is more will be an overall for websites and media.

A layout artist is one of several types of commercial artists commonly known as graphic

Future Layout Design
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