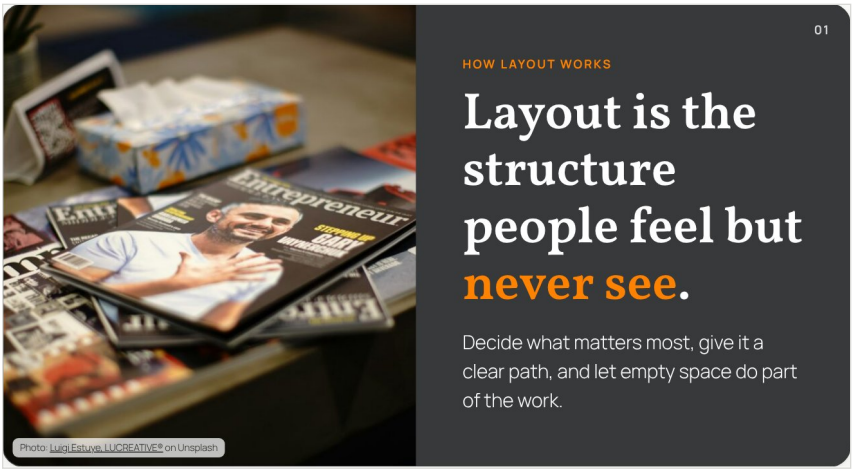
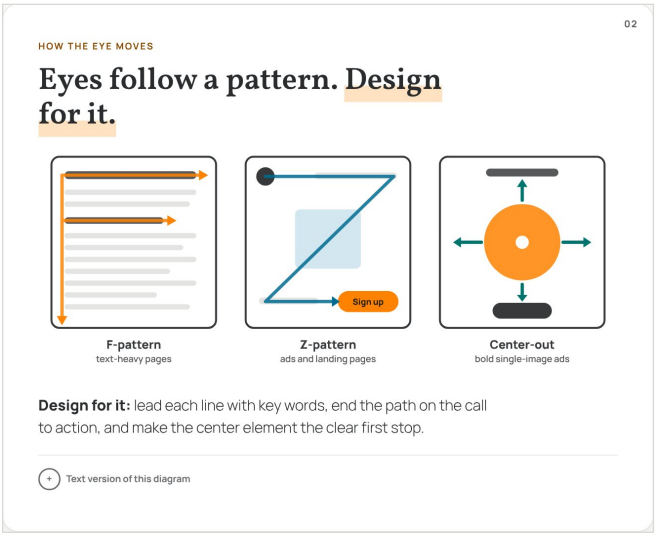
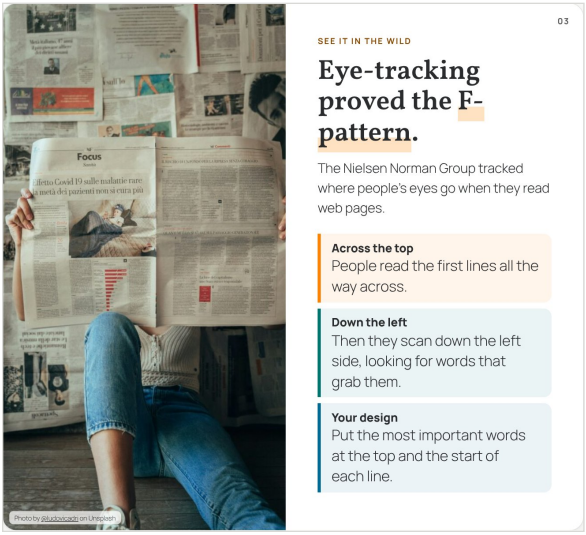


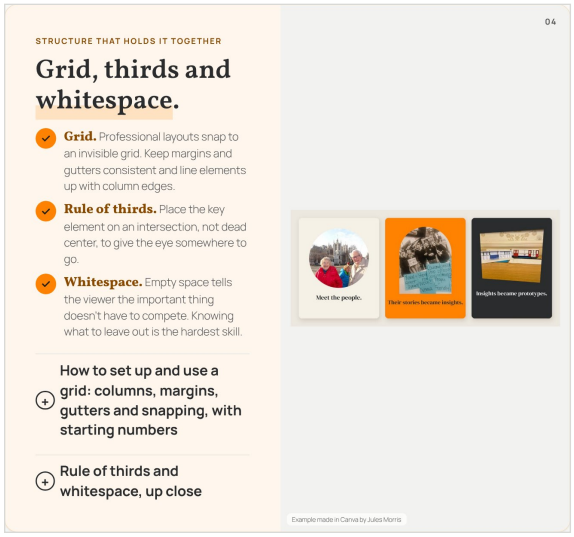
Slide 1



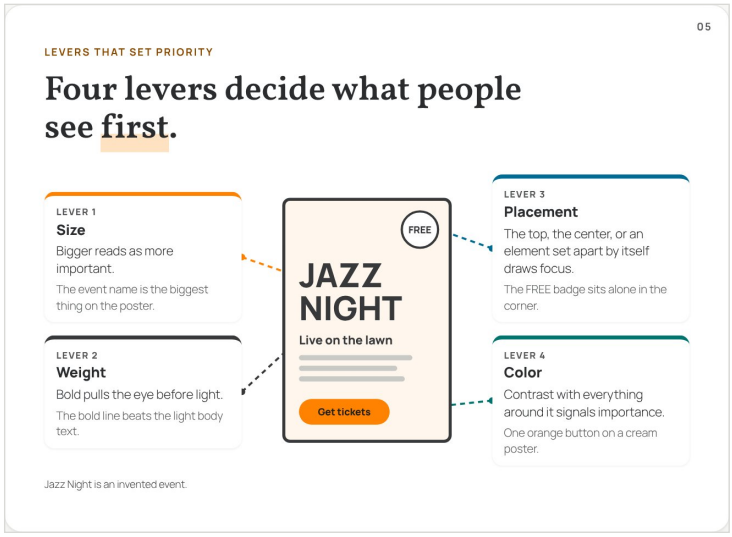
Slide 2



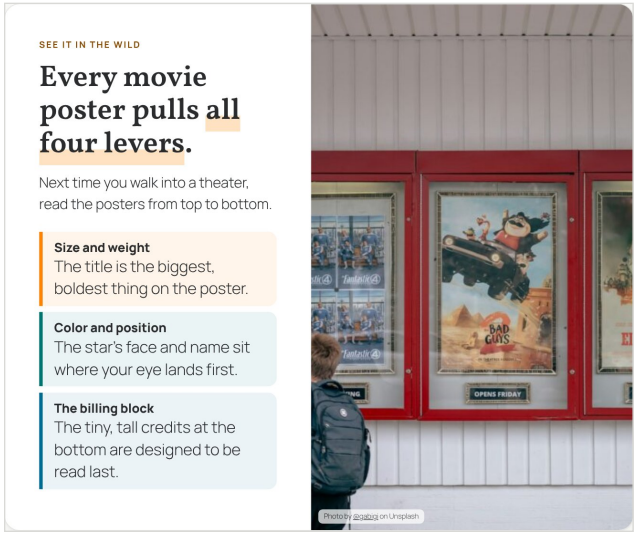
Slide 3



Slide 4



Slide 5



Slide 6

07

QUICK CHECK

What would you fix first?

Name the problem and the lever or tool from this deck that fixes it.

1 A Jazz Night flyer where the headline, the date, the map and the sponsor logos are all the same size.

2 A landing page for GROUNDWORK where the Rent a kit button sits top left and the path ends on a block of fine print.

3 A DUSK ad with the can dead center, text in every corner, and no empty space anywhere.

⊕ Check your answers

Jazz Night is a made-up event. GROUNDWORK and DUSK are the made-up brands from class.

Slide 7

08

BREAK THE GRID ON PURPOSE

Break the grid only when everything else is locked in.

One oversized image that bleeds past the grid creates tension, but only when everything else is locked in.

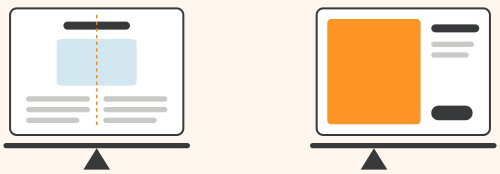
Slide 8

09

BALANCE: SYMMETRY VS. ASYMMETRY

Neither is better. Pick the one that fits your message.

Balance is how visual weight is spread across the layout. Neither type is better. Choose the one that fits your message.

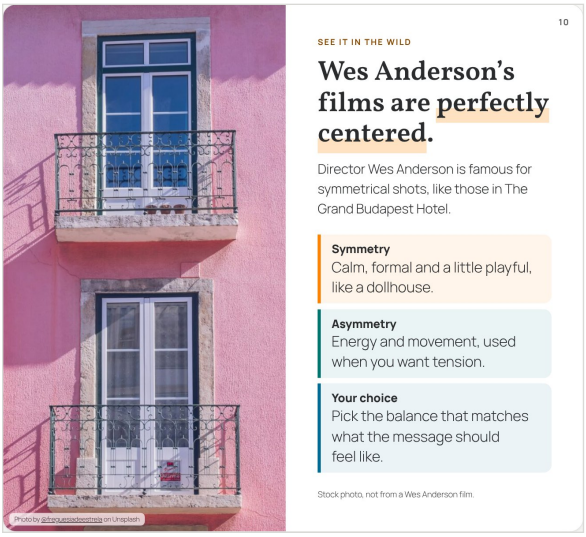


Symmetrical
stable, orderly, calm

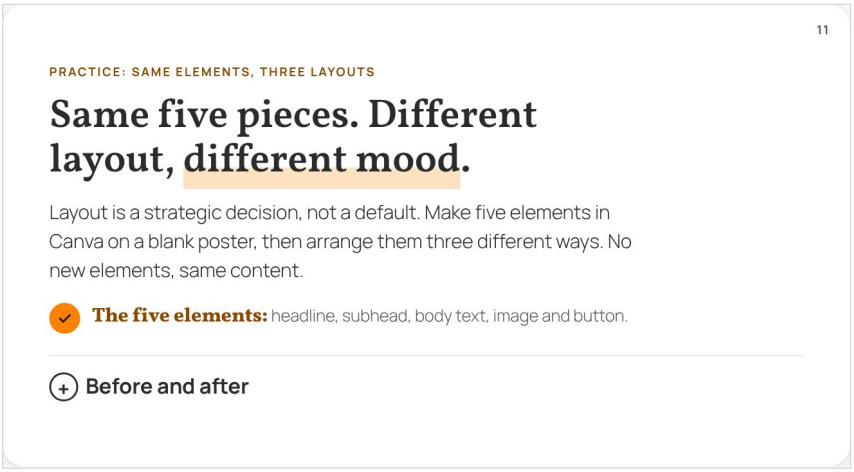
Asymmetrical
energetic, moving, modern

⊕ How each feels and when to use it

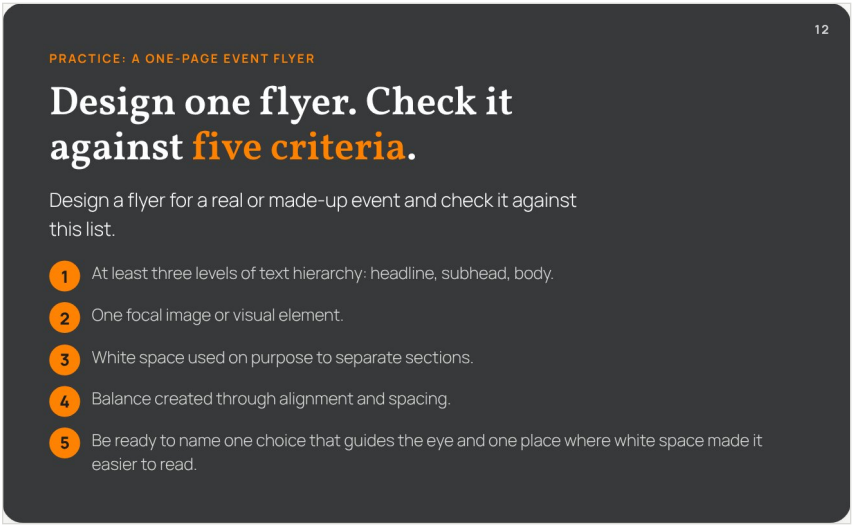
Slide 9



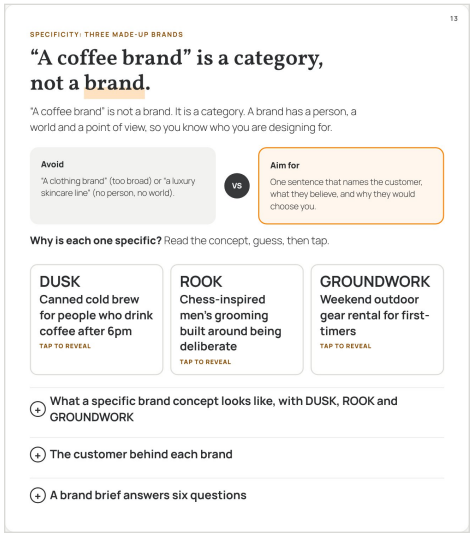
Slide 10



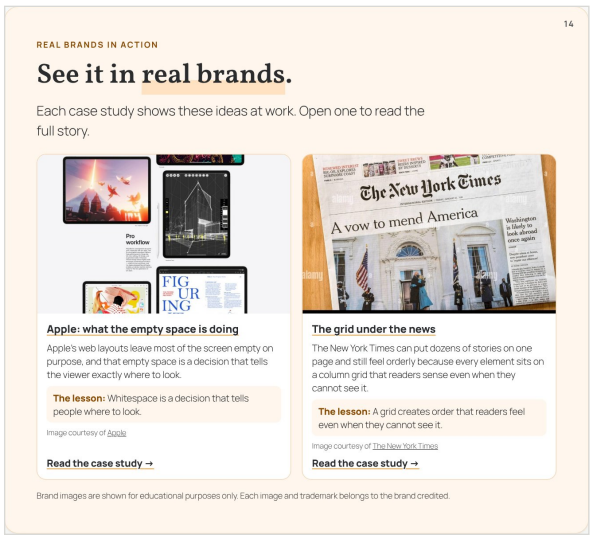
Slide 11



Slide 12



Slide 13



Slide 14