

# Type & Image

by Sophia



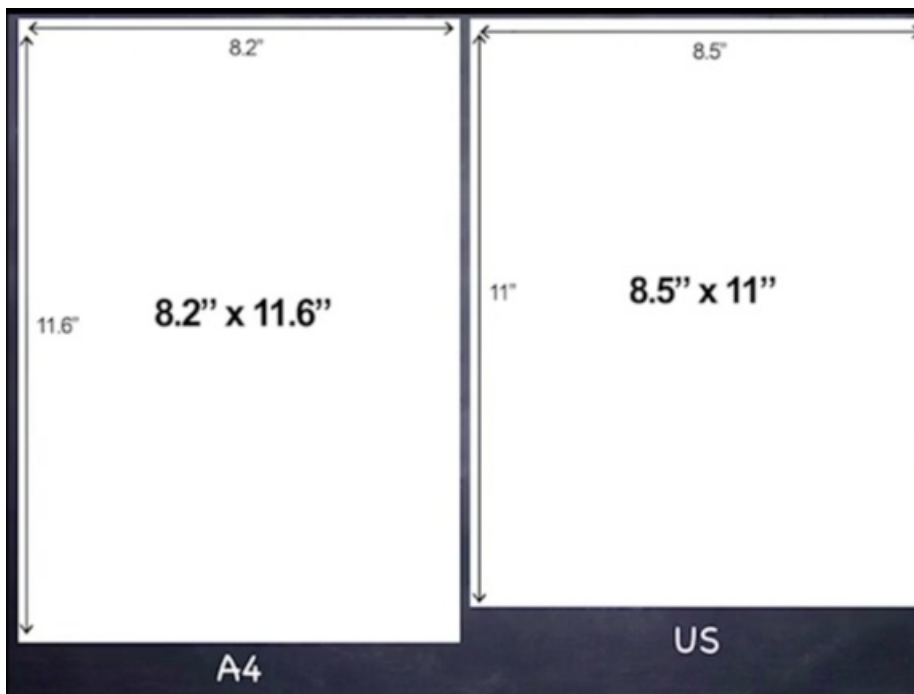
## WHAT'S COVERED

In this lesson, you'll learn about the art of combining type and image on the same page. Specifically, this lesson will cover:

## 1. The Page

There are two typical pages in the image below, A4 and standard U.S. paper. A4 is more of an international standard, especially in Europe. It comes in at 8.267 by 11.693 inches; however, it is typically rounded off to 8.3 by 11.7.

The U.S. paper is what many of us are typically accustomed to using to write and print. That runs 8.5 inches wide by 11 inches tall. You can see the difference in proportion in the image.



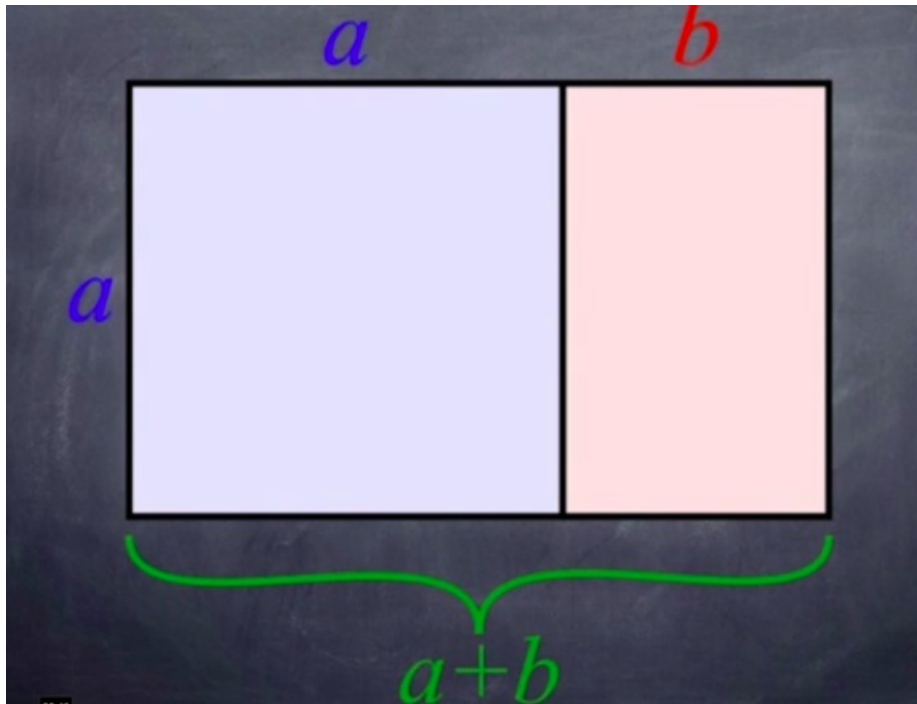
The A4 page is taller and narrower than the U.S. page, which is a bit shorter and wider by comparison.

## 2. Golden Section

Now that you know what the common paper sizes are, we can discuss the **golden section**. This is a geometrically calculated proportion recognized through art and design history as aesthetically pleasing.

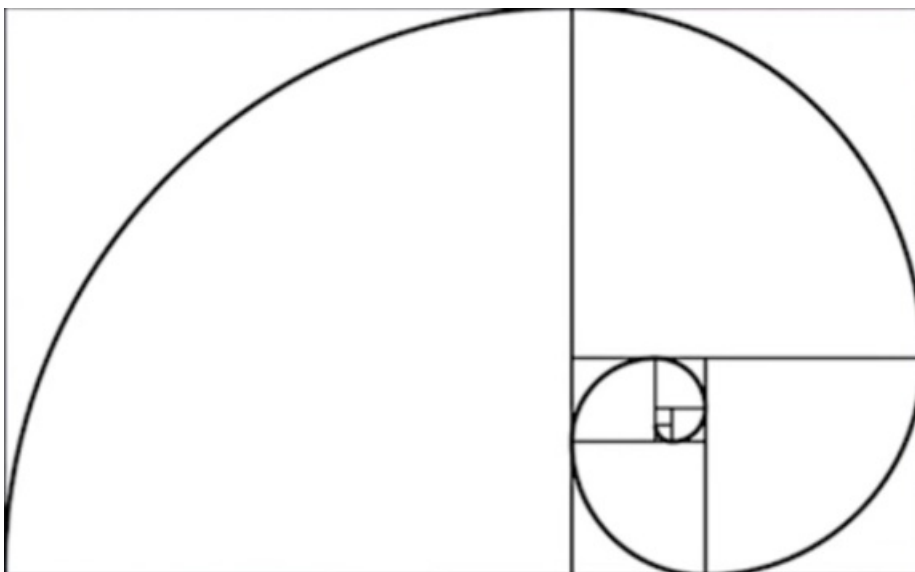
As simple as it sounds, the golden section is important to understand because you want to make your designs aesthetically pleasing.

In the image below, you can see what is known as the golden section.



It has two simple divisions, and the ratio can be taken further to create the square areas that are also proportionate to each other. They get proportionally smaller or larger, depending on the direction. This also creates a flow and sense of direction for the viewer.

The image below is called the golden spiral, or Fibonacci spiral, which can help designers with layout.



Thoughtful placement of different bodies of type, or type and image combinations, can create an easy reading experience, a nice flow, and an aesthetically pleasing design.

As an example of the combination of type and image, here is an illuminated manuscript, or a manuscript that

has both text and decoration.



#### TERM TO KNOW

##### Golden Section

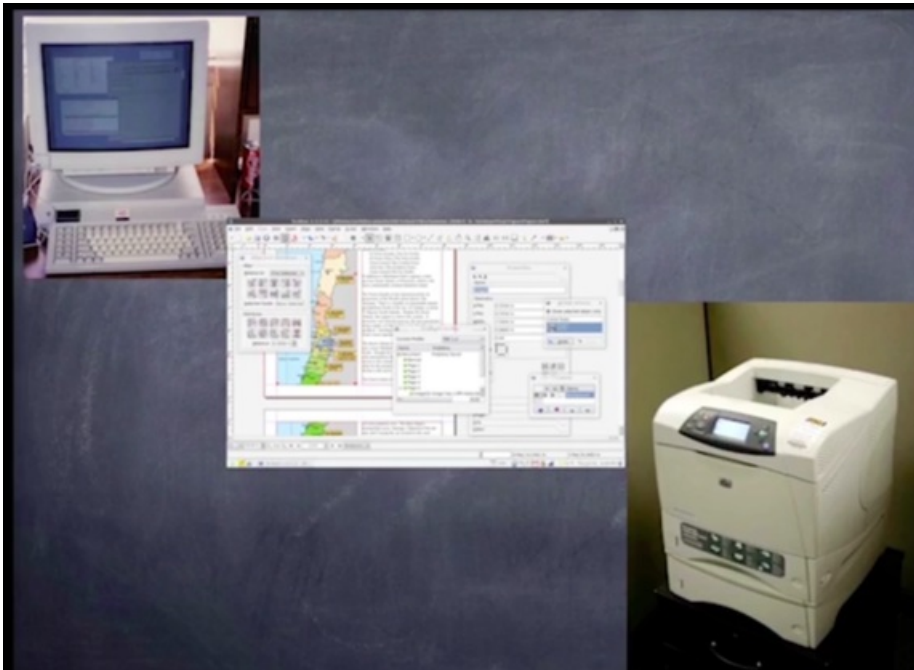
A geometrically calculated proportion; recognized throughout art and design history as aesthetically pleasing.

## 3. Desktop Publishing

With the way technology has progressed, it has become a lot easier to create layouts in publishing. This is called **desktop publishing**, which is the term for the creation of digital documents using page layout software.

This production method revolutionized the work of the graphic designer. The combination of the introduction of the PC, page layout software, and laser printer really impacted the production cycle, or workflow.

Below is a quick look at the breakdown of the desktop publishing process. Copies, photos, and graphics get combined into the finished layout and printed final topic.



In the workflow, there is copywriting in the graphic or photography, which is another combination of type and image. This is often handled simultaneously by a writer, photographer, and Illustrator.

Otherwise, the writer will use word processing software, like Writer or Microsoft Word. The photographer can use digital cameras and image editing software, and the Illustrator can use illustration or editing software, like Gimp or Photoshop. Then, a graphic designer or desktop publisher combines type and image with page layout software.

And then, the final layout or design can be printed using something like a laser printer or a commercial printer.



#### TERM TO KNOW

##### Desktop Publishing

The term for the creation of digital documents using page layout software; this production method revolutionized the work of the graphic designer.

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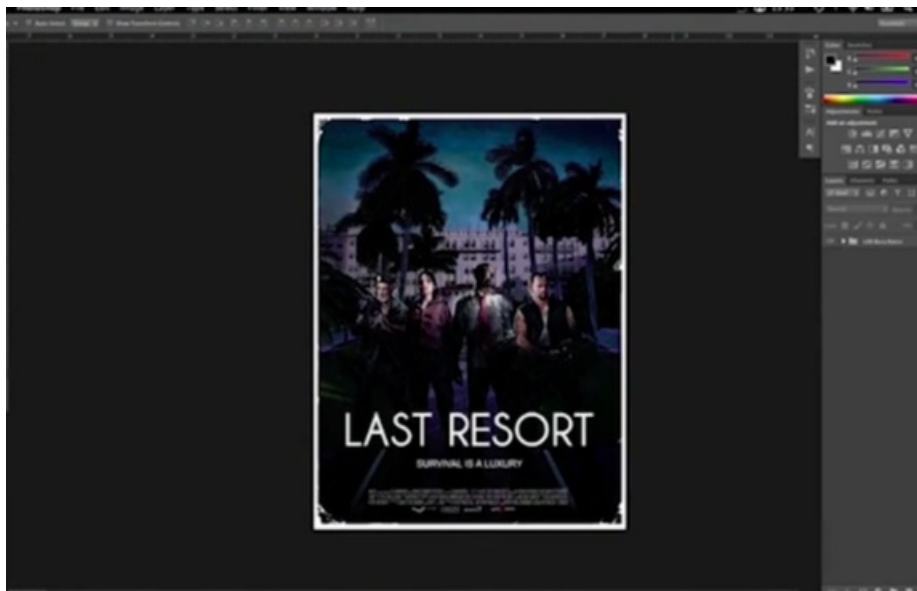
## 4. WYSIWYG

With today's process and technology, desktop publishing is easier than ever before. This is because of a concept called **WYSIWYG**, which stands for "what you see is what you get."

This is used to describe the ability to see type and image detail on a computer screen that is the equivalent of the printed version.

Designers are able to put something together in software like Photoshop and know that what they see on screen is basically what the design is going to look like when it's printed.

You can see from the example below that the printout is not 100% identical. Ultimately, it's more of an approximation; however, it's clear that what you see on screen becomes very close to the printed end result.



## TERM TO KNOW

### WYSIWYG

What You See Is What You Get; used to describe the ability to see type and image detail on a

computer screen that is the equivalent of the printed version.



## SUMMARY

In this lesson, you learned about the dimensions of **the page** that type and images are found on. You also learned about the **golden section** and the usefulness of **desktop publishing**. Finally, you looked at an example of how modern technology has allowed **WYSIWYG**, or "what you see is what you get."

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



## TERMS TO KNOW

### Desktop Publishing

The term for the creation of digital documents using page layout software; this production method revolutionized the work of the graphic designer.

### Golden Section

A geometrically calculated proportion; recognized throughout art and design history as aesthetically pleasing.

### WYSIWYG

What You See Is What You Get; used to describe the ability to see type and image detail on a computer screen that is the equivalent of the printed version.