

Motif . a distinctive feature or dominant idea in an artistic or literary composition.

make a first impression

1

tell them your design philosophy, who you are and how to find you

2

tell them what you've done and why you are valuable

3

list your projects in categories

4

introduce the project with select imagery and information

5

compose your work in an interesting and easy to read manner

6

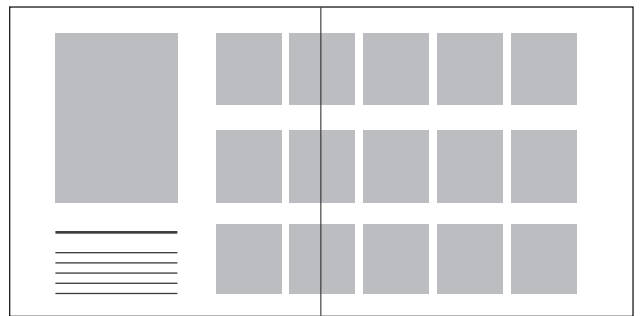
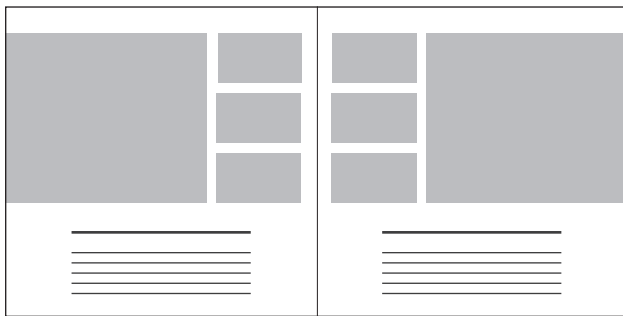
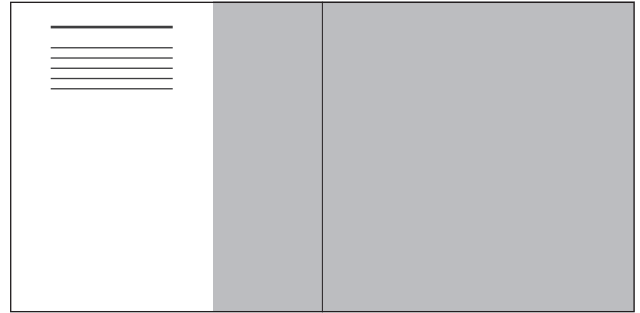
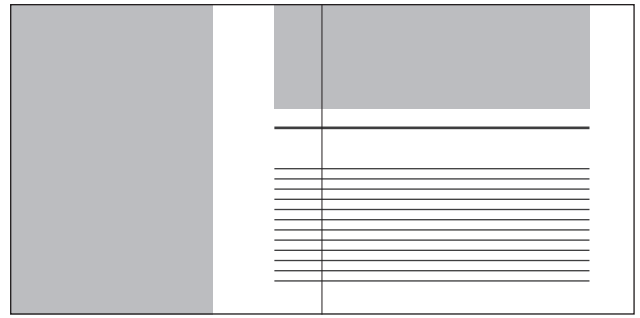
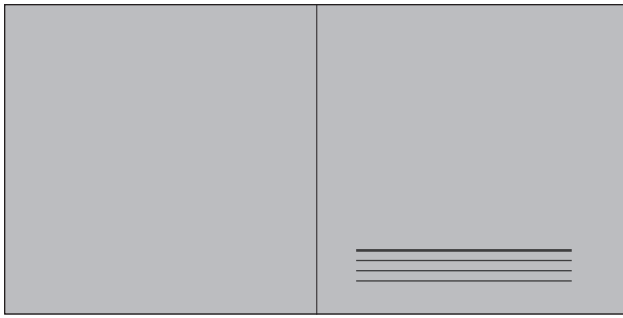
STORYBOARD

- a storyboard is a method for creating an overall layout in a multi-page document.
- each spread in the document may have a varying composition or **motif**, however, consistency and continuity give the document a recognizable character or identity.
- it is important to have a series of pages with similar layouts and, at the same time, add some varying page layouts to add interest, rhythm and hierarchy.
- the storyboard is a way to see the overall composition of the pages, ensuring that white-space, images and body text are placed in a balanced and legible fashion.



VERTICAL COMPOSITIONS

- a vertical composition typically guides the reader up and down each page sequentially.
- images and text may also be placed across a two-page spread giving the overall appearance of horizontality.
- this invites the reader to move from the verso [left page] to the recto [right page] in an alternating fashion.
- various forms of grids may be used to maintain consistency when placing images and text.



HORIZONTAL COMPOSITIONS

- a horizontal composition typically allows images and text to span across a two-page spread.
- the entirety of the spread may be read as individual pages or one complete composition.
- symmetry may be used to steady the viewer's eye, where asymmetry will encourage movement from one element to another.
- various forms of grids may be used to maintain consistency when placing images and text.