

Border
advertisement. at the
initial stage, the
layout



**ASSIGN
BUSTER**

Border Heading Price Sub-heading Caption Illustration Product Text Coupon Mascot Slogan Trademark Besides, the blank space left in layout is also of significant importance in layout. Most display advertisements make a positive rather than a negative use of white or blank space. A good advertisement is a judicious combination of both copy and art. The arrangement of layouts includes size and position of elements, colour, topography, etc.

An idea or mental image about how an advertisement might look marks the start of visualisation. In fact, in his mind, the visualiser picturises the items which should be included in an advertisement. At the initial stage, the layout is bound to be crude.

Usually, out of several layouts, a satisfactory layout is chosen for the advertisement. In the process, various combinations of the layouts are examined and explored for an effective communication of the advertisement message. The layout must indicate the kind and the type of advertisement to be used, the amount and space needed, the border to be used and the exact position of the layout. A good advertisement is supposed to have the relevant elements, suitable size and should appear in appropriate and most suitable place.

In the process of creating an effective layout, all the elements of the layout must be coordinated and portrayed in a balanced way in terms of size, shape, intensity of colour, etc. In order to create an effective layout, the layout man should observe certain principles in designing the advertisement. Then only can he be successful in his efforts to present the selling message.