

Photo Essay Design

You've got great photos to work with. Here are some design tips to really make them shine.

1 ESTABLISH YOUR DOMINANT IMAGE

This Center of Visual Impact (CVI) should be at least 2.5 times larger than any other image on the page. This CVI will also establish the "eyeline"—the imaginary line that photos either sit on or hang from.

2 FIND AN IMAGE THAT'S THE SAME SHAPE AS THE CVI

Just make sure it's at least 2.5 times smaller than the CVI.

3 FILL IN THE OTHER PHOTOS AROUND THE CVI

Be sure to stay within your underlying grid system. Make sure photos sit on or hang from the eyeline or make sense sitting on another photo.

4 ADD CAPTIONS IN THE WHITE SPACE SURROUNDING YOUR PHOTO ESSAY

Be sure remaining white space can "escape" off the page—avoid "trapped" white space.

Bisquo venimus aut entio quisi unt offic tempor as doluptate aut un-ducimi, sed eum alit voloris verspid-est deni to dolorrovid eatiumquat. Volo cum, omniet et illandipsum, sam ipsam, sus, consequo id utate corecep tustrum lam incturi buscim nobistiorest re recatur? Ipis asped

Bisquo venimus aut entio quisi unt offic tempor as doluptate aut un-ducimi, sed eum alit voloris verspid-est deni to dolorrovid eatiumquat. Volo cum, omniet et illandipsum, sam ipsam, sus, consequo id utate corecep tustrum lam incturi buscim nobistiorest re recatur? Ipis asped

Bisquo venimus aut entio quisi unt offic tempor as doluptate aut un-ducimi, sed eum alit voloris verspid-est deni to dolorrovid eatiumquat. Volo cum, omniet et illandipsum, sam ipsam, sus, consequo id utate corecep tustrum lam incturi buscim nobistiorest re recatur? Ipis asped

Bisquo venimus aut entio quisi unt offic tempor as doluptate aut un-ducimi, sed eum alit voloris verspid-est deni to dolorrovid eatiumquat. Volo cum, omniet et illandipsum, sam ipsam, sus, consequo id utate corecep tustrum lam incturi buscim nobistiorest re recatur? Ipis asped

GENERAL TIPS

- Have a good variety of shots that all tell different parts of the story (photo sequencing).
- Use an odd number of photos.
- Don't use squares (horizontal and vertical rectangles are more dynamic).
- Design within your existing underlying column/grid structure.
- If designing across a spread, don't put faces in the "gutter" (the space where the pages meet).