

# Anatomy of a Magazine Layout

[Source Link]

running head   credits   headline   intro/kicker   image caption

**RUNNING HEAD**

# Elements of a page

TEXT Nikola Mileta PHOTO Screenshot

**Ollaut il inctaqui blabo. Nam et rescillatur, consequi odisto dunt od que eum, volores totasitaque pa de omnia dolo et et lates int la commis endit, sint dollendest quae omnis ium undisimus, omnissi commihi litatis pro officiis rescillabo. Am, quodigent odis eum valoribus. Nam ut aut eaqui berum**



Subhead, aut apolor eicacessi ut incient iusaepo matallatur as dolorum, tenio

**folio**   **pull quote**   **body copy**   **subheads**   **byline**

24 / Magazine Design

Special thanks to the team at the source link for their help in creating this layout.

Aceria este nobis idunt liadent occidendam iur mi, ipsa quo im quantiatem nectotatia illorossi conset asitam, aut quantum dolereste antinivis ut am et occullesi quo magnis unt quatque si dolaptis masimagram dis pero ossinematio tem. As ipis quam aut aspeliguit, officii omnia expetro tocestis ut nrepositi volent deni quam ullorice tem sit quodita sitatiosene vellectotas ditans cimais. Itanus sus, enihit arum sequi natum qui tem. Nam, comit aliepas maionecatium sandunior molapti ossitotit veni volendias nemquepae sincia corumet volorepedi cus dolum as de num et das et versperamet endis modit asiment otateni ssecate moquideb itibus, que nacupis saeperrant. Et eat quodis et moluptatur? Quitate anale ni ramet estium dolaptiast velibeas nulloruptas unt, ut rerum faepnadam quis int in ea cusaqpel

dolupta am, ut is ex elendiae voluptat doluptaepro blaute sequatem. Ita sequatur medianti oditem ipsam sunt aut doluptae nulpuram qui nonsecum num alit qui te accae conset ulluptasit, officii onsenec eperers pideliquate simasto to volo conseqai aut plictae caborecime et etum valor aspernatuor suam nobitam, ommod quis intum aut omno quibusam qui to vit perit velendi tiqui dolum allicis nret que.

**Subhead**  
officia cum qui sim raepern atatur, occatas temque dolapti berios audipis quantia esotatem ipetur epellap-tatis ime nossi bla volupti omnia consetoseseque volest velestrum fuga. Et onem qui nrepti quam sitosaccas sit fugitiss eos volorae cestrume periberio. Imoditi vasantiorritat voluptizam et labores ecabo. Insum ex et et quodis temporepuae, illabor

quas ametur, nascitissius pa re pos doluptas aut omnis aut venditatur? Obit verit acculla pratquis explit volupriunt modisse doluptatus. Obit verit acculla pratquis explit voluptium modisse doluptatus.

**Subhead**  
Ut a coministio et maximet re con-rosodi tuisandae pra quam se dolorem faccabor si qui sedi bereperem que imperspel maioribus, is cupatur acca explaut erecasi de que doloriti di vollendicim accum qui solesedit, ut fuga. Ficiendaeae voloria natuque velit ipis dolentis abeo. Nam doluptatur adicatum fugiae namquatur, tem quasqit fuga. Nam dolupta nis exeratur aci dus neseritas sincidud reos volupteque. Ga. Melupria vol-lorio. On pliquat laboro remam, es int. Dum aut is et autantibus, culpa dis sin comiss undanto tanqui occ-sterem dolonia cupatana. Tatemorem

dolo est autem ut ipsa nus velest, quantiar asinetem aut ad que am, untur? Rarn dem volam esphoberam eatestemped et hiciise illupis incit qui sequia acid quo cus doluptis id untis et parit officium is debitat. Eram volores untet, odit a dolore pro enestusdae officii estus demolor reverbibus. Aximatoer archill autatia simpore scienda plandi tecea eum quo officias cum quodicitit doles sitatin veliquat lam dolore comenis contempor acestrum ipsum est, sim- bilibus, coram remsosime voluptam qui voloreun testem hiciam quost ut aut et que versperatem hictur?

**Subhead**  
Bitris molliscidunt, cus excaequ aitorum sint et et mod quatis est, si cum utatem faccacc espice te cus ut voloreperi dipsam quaiassum, et quiaer cotorendamam dolupture, alitistrans sineil modit omnient. Et fuga. Optur? Illatus et ex et laut veliatatur aligri sim ipsunt et imodit quia dolor at eost, tem endebit magnatur sequitiam ata eliam, que Cua aut alicim et quis ad ulparum doloresit quam veribus simust pa. Dolor adigenimet quo to inalparias et, atioectat. Aepo blam vis, offic testrum exarior voloro ende peditia nonseqabus di comiss onsesquis essit del ipis enis iusam et molor repe sit, tem acia peliti delerimporo in re provit estionem is am, nescipsunt labor sospisquis das, ut omni cus estantibus, tem que vel iusa sit asimoluptio.

**Ollaut il inctaqui blabo. Nam et rescillatur, consequi odisto dunt od que eum, volores totasitaque pa de omnia dolo et et lates int la commis endit, sint dollendest quae omnEhendit, quatus et vollab in rehenih illaces tisquam,**

masio tempore prepada estruaptas earcipidest as nulpuram moqueape rovidit enur? Uptatibus et, omnis et elitate veribesqui incnent laccupt inimas doluptatem accum repelli grinitas. Il min consoqo idiosi blaui

nrequam venem quam fuga. Itatias nret et et voluptatet pe aped qua- nre? Evenderitae por amore nus et, nen cullicquis volores ma delessin repreferupti omni re esciam adicuae viligendit vella volenem fugamintat.

imnapri delocum facilissium audari beaquid ustecabor re, quatur aligriis nas eic te ias sunt. Hakiu, tocepadae lauratu reperov ideradae volupnat, sed minctioserem aut qui ulpa nobisqui dolebit laut illum quiatatur modina

# Vocabulary

**Headline:** Depending on the article (feature, column or brief) and the magazine's style, "heads" can be tightly proscribed or open in format.

**Artwork;** It doesn't matter if it's a photo, graphic or an illustration. To a magazine designer it's all "art." This feature is organized around a single large photograph—an easy to parse, reader-friendly design strategy. Every extra element you throw into a layout has the potential of adding clutter and confusion unless carefully structured.

**By-line:** It can be here or at the end, but don't forget it. "By" is capitalized

**Deck/Kicker/Intro:** Not all articles have a deck but most features do. When used, they usually are longer and provide more specific information than the head.

**Body Text:** Most text in a magazine is in a single size, style and leading referred to as body or text.

**Drop Cap:** A single large letter

**Pull quote:** Larger than captions, pull quotes are used to explain a photo or put words into the mouth of the person shown. Pull quotes, decks, subheads and captions all fall under the broad category of points of entry—call-out text that invites the reader into the story.

**Subhead:** Subheads are used to break up large chunks of text and help the reader understand what will follow. Drop caps, line returns, and dingbats are also used to subdivide text.

**Caption:** Almost every photo needs a caption (or pull quote) to help make the image meaningful to the reader. This one is designed, but most captions are tightly formatted.

**Credits:** All art, with rare exception, should be credited. Some magazines place credits at the bottom, others next to the image, If there are several images by one person, there may be a larger "Photographs by..." credit in one spot.

**Folio:** More than a page number, folios generally contain the magazine's name and issue date, In the old days, the name might appear on left- hand pages and the date on the right (or the other way around) but most magazines now put all info on both pages. The folio is not a design opportunity—it should be an unobtrusive part of your layouts.

**Sidebar:** A small story that relates to the main text. This sidebar is set off by a coloured screen, and is on a two-column- rather than a three-column grid.