A Study on Communication Design in Accordance with Lay-out
--Focusing on Newspaper Advertisement--

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Abstract

Layout in printed media advertisement communication design may be formative graphic communication works enabling the messages delivered to the public through media such as newspapers and magazines to perform efficiently and actively.

In this article, the importance of layout in printed media advertisement communication design was reviewed. The meaning of the study lies in analyzing the importance of layout in the aspect of layout principle, finding problems and resolving those problems.

In the main body, a theoretical foundation was pursued for the development of printed media advertisement through the analysis of the recent printed media advertisements according to the principle of layout. Although domestic printed media advertisements have been developed in many aspects, formative studies in the aspect of layout principle have not been developed in full-scale excluding a few exceptional advertisements. It is needed to establish a systemized layout theory, analysis according to the theory and reasonable and creative advertisement production spirit backing up the theory.

To compensate such insufficiencies, it is needed to develop a layout theory and encourage the interactions of advertisement producers to develop the layout theory. The actual layout theory can upgrade the formative beauty of the printed media and their function of communication by applying it to the printed material advertisement production through workshops and training sessions of advertisement organizations and companies and giving opportunities to advertisement producers to have abundant experiences and to accumulate know-how.