

John W. Williams

Illustrator/Designer

for the

Naval Safety Center

Magazines

Layout and design

How to capture the reader's attention

Reflect the story

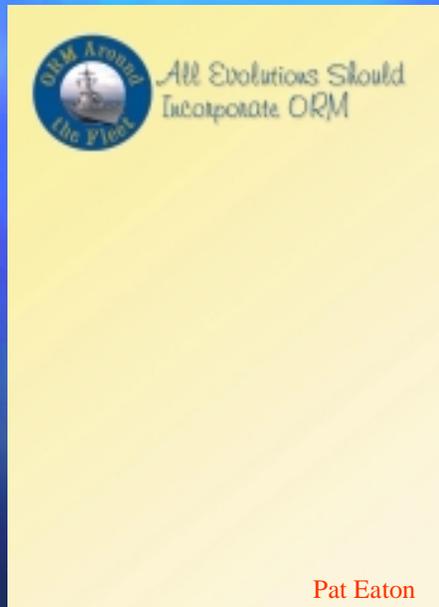
Honor the photograph

How to capture the reader's attention

- Color



The eyes translate colors into emotions



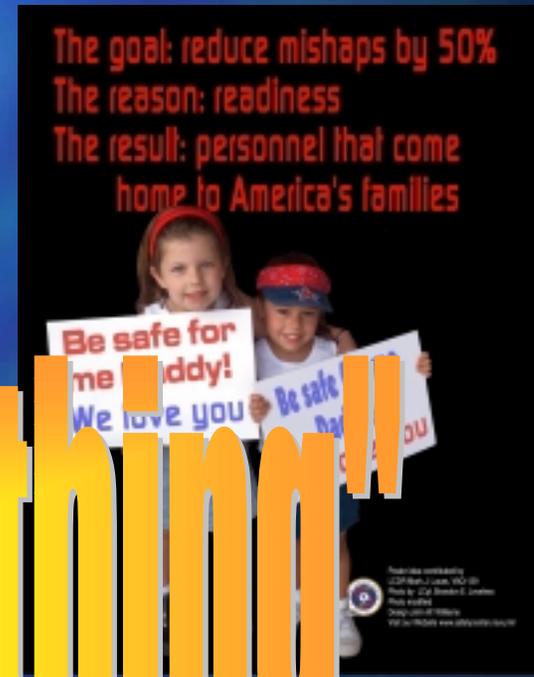
How to capture the reader's, attention

- Use of different type faces



How to capture the reader's attention

- Use of different type faces



"It's a Visual thing"

How to capture the reader's attention

- Photographs
- Graphics
- Illustrations



The Creation of Graphics



Graphics/Illustrations



Courtesy of the Naval Safety Center
by Carlos M. Rodriguez



Honor the Photograph

- Make sure the photo fits the story, where possible.
- If you edit the photo, say so!
- Credit the photographer
- It is not so important that your name is seen on each layout.

Remember you get yours in
the after-life...

...credit lines for the
supporting cast makes your
job all the easier

"It's a Visual thing"