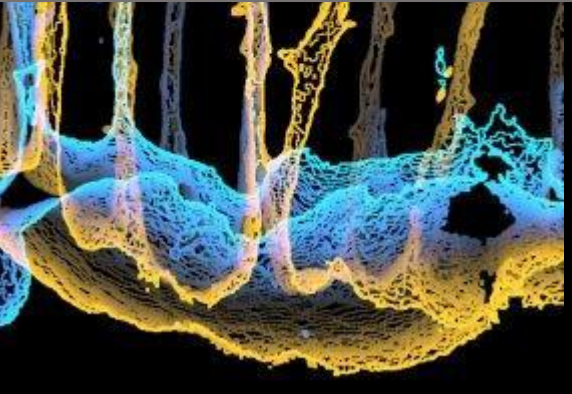


Explore the power of layout with this real world example.

Before and After: Layout

**Zeeks – Art for Geeks Ltd**



## Before and After: Layout

Want to learn more?

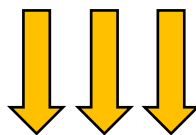
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A visually good layout is important for several reasons, not only does layout impact effectiveness of information being communication, it also influences the how the onlooker experiences the work.


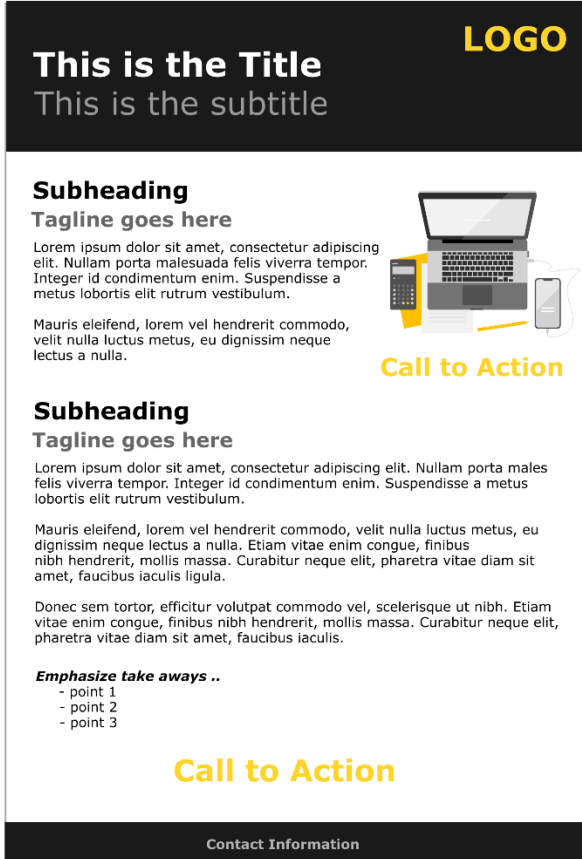
1. **User Engagement:** An appealing layout captures attention and keeps audiences engaged. When information is presented in an organized manner, it can be more inviting and encourage users to explore the content further.
2. **Clarity and Understanding:** A well-designed layout enhances the clarity of information. It helps users to quickly grasp the hierarchy of content, relationships between elements, and the flow of information. When elements are logically structured and visually distinct, it becomes easier for users to understand the content's meaning and purpose.
3. **Brand Perception and Trust:** The visual layout of a website, app, or marketing collateral can influence the perception of a brand or organization. A polished and professional layout can convey trustworthiness, credibility, and attention to detail. In contrast, a poorly designed layout can create a negative impression and erode trust.

In summary, a visually good layout is crucial for engaging users, conveying information effectively, and shaping the perception of a brand or content. It plays a vital role in the success of design and communication efforts.

**As always, a picture is clearer than 1000 words, see an example of the before and after layout transformation below.**



## Before and After: Layout Example

BEFORE	AFTER
 <p>This is The Title This is the subtitle</p> <p><b>LOGO</b></p> <p><b>SUBHEADING</b> <b>Tagline goes here</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam porta malesuada felis viverra tempor. Integer id condimentum enim. Suspendisse a metus lobortis elit rutrum vestibulum. Mauris eleifend, lorem vel hendrerit commodo, velit nulla luctus metus, eu dignissim neque lectus a nulla. Donec sem tortor, efficitur volutpat commodo vel, scelerisque ut nibh. Etiam vitae enim congue, finibus nibh hendrerit, mollis massa. Curabitur neque elit, pharetra vitae diam sit amet, faucibus iaculis ligula.</p> <p><b>SUBHEADING</b> <b>Tagline goes here</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam porta malesuada felis viverra tempor. Integer id condimentum enim. Suspendisse a metus lobortis elit rutrum vestibulum. Mauris eleifend, lorem vel hendrerit commodo, velit nulla luctus metus, eu dignissim neque lectus a nulla. Donec sem tortor, efficitur volutpat commodo vel, scelerisque ut nibh. Etiam vitae enim congue, finibus nibh hendrerit, mollis massa. Curabitur neque elit, pharetra vitae diam sit amet, faucibus iaculis ligula.</p> <p><b>Unrelated Information</b></p> <p>Call to Action burried</p>	 <p><b>LOGO</b></p> <p><b>This is the Title</b> This is the subtitle</p> <p><b>Subheading</b> <b>Tagline goes here</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam porta malesuada felis viverra tempor. Integer id condimentum enim. Suspendisse a metus lobortis elit rutrum vestibulum.</p> <p>Mauris eleifend, lorem vel hendrerit commodo, velit nulla luctus metus, eu dignissim neque lectus a nulla.</p> <p><b>Call to Action</b></p> <p><b>Subheading</b> <b>Tagline goes here</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam porta malesuada felis viverra tempor. Integer id condimentum enim. Suspendisse a metus lobortis elit rutrum vestibulum.</p> <p>Mauris eleifend, lorem vel hendrerit commodo, velit nulla luctus metus, eu dignissim neque lectus a nulla. Etiam vitae enim congue, finibus nibh hendrerit, mollis massa. Curabitur neque elit, pharetra vitae diam sit amet, faucibus iaculis ligula.</p> <p>Donec sem tortor, efficitur volutpat commodo vel, scelerisque ut nibh. Etiam vitae enim congue, finibus nibh hendrerit, mollis massa. Curabitur neque elit, pharetra vitae diam sit amet, faucibus iaculis.</p> <p><b>Emphasize take aways ..</b></p> <ul style="list-style-type: none"> <li>- point 1</li> <li>- point 2</li> <li>- point 3</li> </ul> <p><b>Call to Action</b></p> <p>Contact Information</p>

Adjustments that were made include ..

- Title: higher contrast and larger font
- The reader is guided by font sizes and contrast on how to read the page.
- Clear subsections and headings.
- Do not use too many fonts, sizes, or colours.
- Leave white space.

Ready to take the next step?

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