AND THE
BOND
PLAYS ON

DANIEL CRAIG AND SEAN CONNERY GET ALL THE
RESPECT, BUT ROGER MOORE'S WINKING
HUMOR CHARMED A TONGUE-IN-CHEEK GENERATION.
AND HE'S PERFECTLY FINE WITH THAT.

BY CHRIS NASHAWATY

PHOTOGRAPH BY PLATON

The headline package uses tight and standard spacing. By using uniform flow, a reader's eye can more easily process the text that has been set in all caps which is typically difficult to read.

UNIFORM FLOW

Uniform visual flow is often used in content elements and physically aligns objects such as text, photos and other graphics. Column guides and an eyeline have been used traditionally to help create consistent spacing and uniformity across a page or spread. Today's designers are using uniform flow within content modules and elements to create clean packages that drive the reader's eyes and attention.

go with FLOW →››

VIRTUAL FLOW

Virtual visual flow can be used to draw a reader's eye and attention to deserving elements that are nested within a variety of content types. This type of flow often breaks beyond one content module to join another element on the page. Designers use this trick to intensify content elements and to unite a spread.

Examples from Entertainment Weekly

It's no mistake that the headline aligns with the sinister and intense eyes and grin on the story about a serial killer. Notice that the headline actually overlaps the dominant photo. The designer also "slices" the body copy.

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BY BRANTLEY BARDIN