**Introduction**

You may hear the term, ad formats, in other classes besides this one. It is used in a variety of ways in the advertising industry. There are copy formats, radio ad formats, television formats and probably others. In this class, you'll be looking at layout formats--commonly used arrangements of elements on a page. Essentially, a format is one of the graphic themes that continues across all the ads in a campaign.

Formats can be classified into four basic categories: 1) Type dominated, 2) Image dominated, 3) Multiple image, and 4) Line based. Within each category are several specific formats. You might be tempted to think that a format is just another restriction on a designer’s imagination, but it’s not. It’s a general plan. There’s room for lots of variety within the plan. Moreover, hybrids of two standard formats can be created.

On the individual format pages, you’ll get a taste for just how much variation is possible. Look at the pictures and consider how the design principles as well as the formats work.