Page layout conventions

Conventions are sets of **rules** for what is normally found within a product

Some of these conventions deal with how pages are laid out

Conventions of comics

1: Page size and orientation

Page orientation is almost always **portrait**

Pages are usually a set size – in the UK this is almost always 170mm wide by 260mm high

Conventions of comics

2: Margins and page backgrounds

Page backgrounds are almost always white

A margin is usually placed around the edge of the page

Margins are usually between 7 and 10mm

3
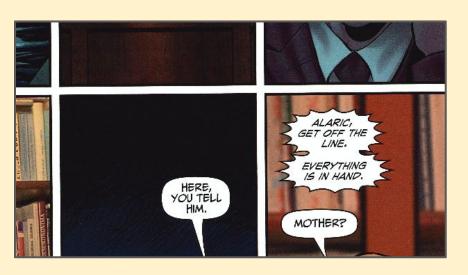
Conventions of comics

3: Panels

Action is organised into **panels**. These are the individual frames on a page

Panels are often **rectangular or square**. They usually have a black border

Conventions of comics

4: Gutters

The gap between panels is called the **gutter**. This is usually left as white space

Gutters on a page are usually the same width, about 2-3 mm wide

Conventions of comics

Key vocab:

- convention
- page orientation (portrait/landscape)
- margin
- panel
- border
- gutter

Conventions of comics

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