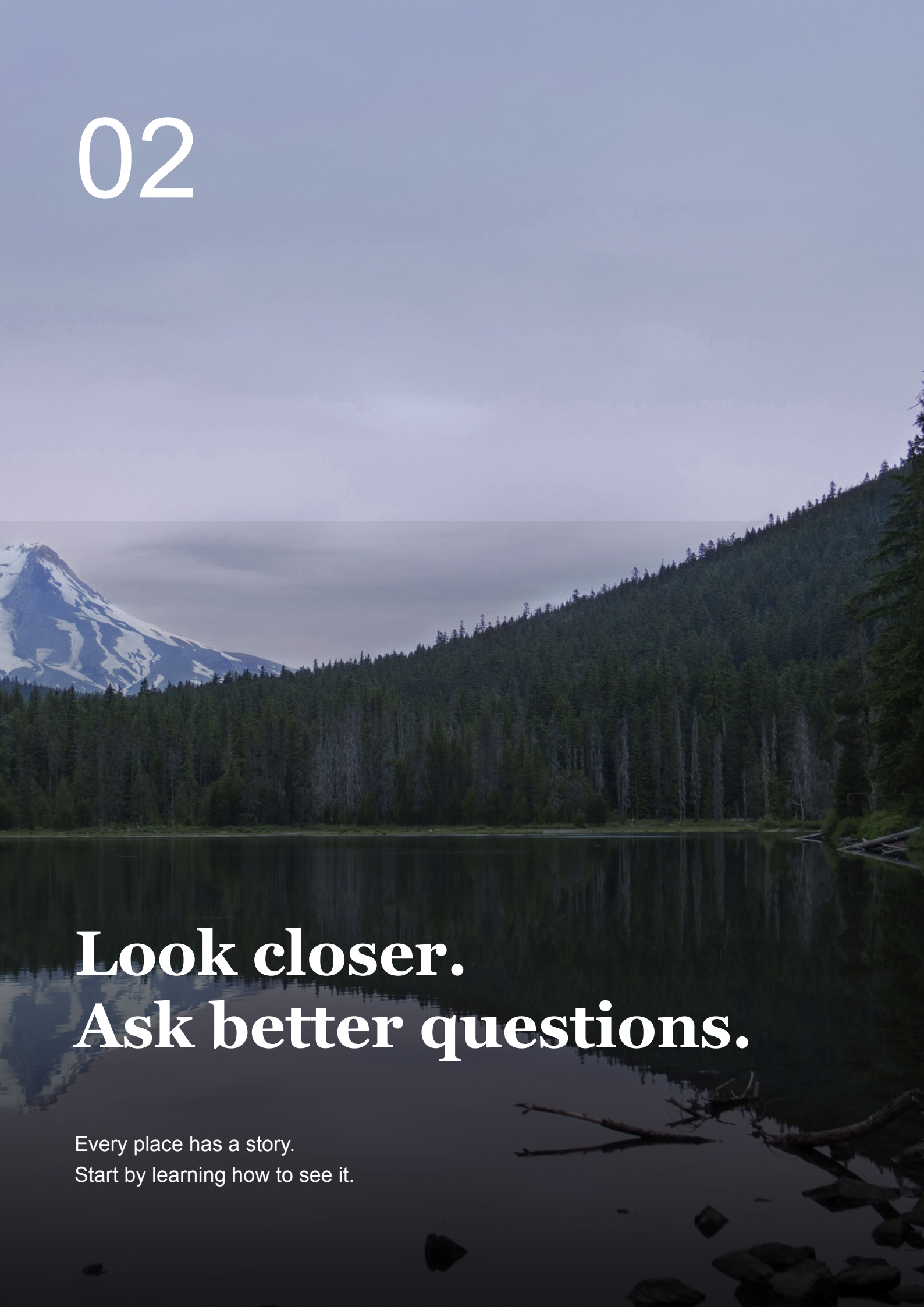


PPT MASTER THEME / 2019

Beyond the frame.

A field guide to light,
landscape and attention.

FIELD NOTES / AN EDITORIAL LAYOUT STUDY



02

Look closer. Ask better questions.

Every place has a story.
Start by learning how to see it.

Ideas become richer when worlds meet.

Research gives you a position.

Listening gives you another perspective.

A question is a starting point.

Before a committee meets, delegates study a topic, examine sources and work out what a particular position means in practice.

The task is to make an argument that others can understand, question and build upon.

In conversation, a prepared idea becomes something more demanding. Other people bring different priorities and experiences.

Listening closely makes it possible to see where disagreement begins — and where there may be room for a shared response.

Good preparation makes that exchange more thoughtful. It also makes the limits of an argument easier to recognise.

Field observation offers another way in.

A place can prompt questions that a briefing paper cannot anticipate: who uses a space, which stories are visible, and what remains outside the frame? Notes help turn a first impression into a question worth exploring.

Keep the two ways of learning connected.

Return to the discussion with a detail, an observation or a question from the field.

Then ask how it changes the way you read the issue, rather than treating a visit as a separate item on an itinerary.

The result is a habit of moving between evidence and experience — with enough curiosity to revise an initial view.

*The best questions travel with you.
So does the habit of looking closer.*

A notebook is a way of noticing.

Give observations somewhere to become ideas.

Begin with what is actually in front of you. Describe a space, a sound, a gesture or a material before trying to explain it. Precise details give later reflection something more reliable than a general impression to work with.

Separate observation from interpretation. What did you see? What do you think it might mean? What would you need to ask before drawing a conclusion? Keeping those questions distinct makes a notebook more useful when you return to it.

A short entry can be enough: one detail, one question and one possible connection. Leave room for an answer that complicates the first impression.

Later, share a note with someone else. Their reading may reveal something you did not notice yourself.

TRY THIS

01 Notice a detail.

02 Describe it plainly.

03 Ask what is missing.

04 Make a connection.

Keep a distinction
between what you saw
and what you inferred.

*Observe first. Interpret carefully.
Stay open to a different reading.*

Learning begins with attention.

A shared scene. Several ways of seeing.

A photograph establishes a setting.
A field note records a detail. Together,
they can turn a passing impression into
a question worth taking back to a group.

Look for relationships within the scene,
not just a subject at its centre.

What belongs in the frame?
What would a closer view reveal?
What might someone else notice?

The purpose is not to collect answers
as quickly as possible. It is to make
better observations along the way.



Follow the water.

A quiet detail can
open a wider story.

Water moves through the frame.
A rock, a branch and a current
create different points of entry.
Look before naming the scene.

Notice light and arrangement.
Follow an edge or a reflection.
Leave room for a closer view
to change what first seemed
important in the landscape.

PHOTO: MARTIN EKLUND / CC0
FULL-HEIGHT PHOTOGRAPHIC CROP





05 / A WIDER PERSPECTIVE

**Let the landscape
open the story.**



A single photograph can hold a whole opening.
The eye crosses the fold before the next paragraph begins.

Pause with the setting. Then move from the wider view
to the details that make a place worth understanding.

BONNIE MORELAND / CC0 1.0 / ONE SHARED CROP ACROSS BOTH PAGES

Give an idea a path forward.

Four moves that turn preparation into participation.

01

Prepare

Research the issue and test your sources.
Bring a clear position and a useful question.

02

Exchange

Listen to other perspectives and explain your own.
Make the differences understandable.

03

Build

Identify common ground and work on shared wording.
Turn a discussion into something others can examine.

04

Reflect

Review what changed and what remains unresolved.
Carry those questions into the next conversation.

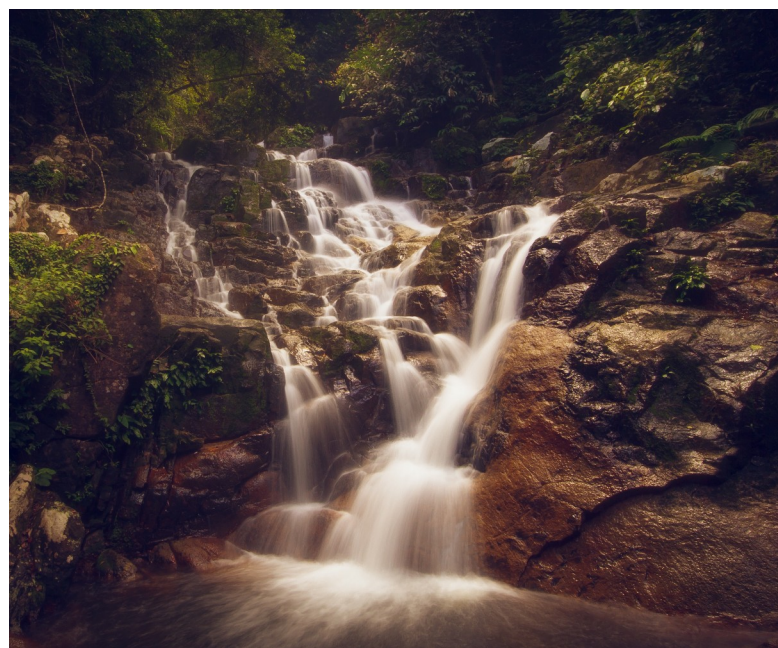
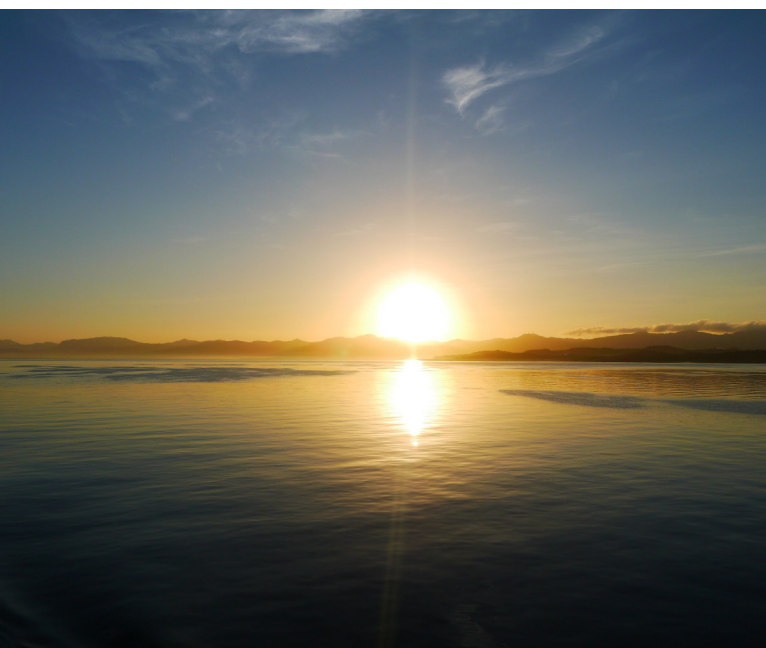
See the shape of the experience.

A compact reading table keeps the details accessible.

STAGE	FOCUS	OUTPUT
Before	Research and preparation	Position paper
In committee	Discussion and negotiation	Draft resolution
In the field	Observation and questions	Field notes
Afterwards	Review and reflection	Personal reflection

ILLUSTRATIVE CONTENT FOR LAYOUT REVIEW — NOT A CONFIRMED PROGRAMME.

Structure makes detail easier to find.
White space makes it easier to read.



Many ways of seeing.

Water, shorelines and horizons.

Three landscapes offer different scales of attention.

Read. Pause. Notice.

A page has more
than one speed.
Give each a place.

A headline opens the conversation. A paragraph
holds it. A short statement offers a place to pause.
The shift in scale gives each voice a different role.

Aa

Keep the edges familiar while changing the pace.
An offset beginning can create tension without
making the next line difficult to find.

*Repetition makes a pattern.
Variation gives it meaning.*

The grid remains underneath.
It connects the large and the small,
the close reading and the quick glance.

A quiet margin is part of the composition.
It gives the next idea somewhere to arrive.

Colour can join this rhythm.
The page should also work without it.

The margin has something to say.

A good note belongs beside the thought it supports. It may define a term, locate a source or ask a useful question. Its smaller scale creates a second voice without interrupting the main line of the argument.

The reader can stay with the article or step aside. Both routes remain easy to follow.

01 / CONTEXT

A note can hold a definition, a source or a qualification. Place it beside the passage that gives it meaning.

Leave space for the thought that changes the first one.

Return to the same text measure after the pause. That familiar width tells the reader where to continue. The large statement creates a change of tempo; the repeated column restores the underlying beat.

The margin remains a conversation, not a container for everything that would not fit in the main text.

02 / RETURN

A repeated label helps readers recognise the role. A new vertical position connects the note to its own passage.

A way in.



01 / The wider view

Start with a place and its context.

02 / The small detail

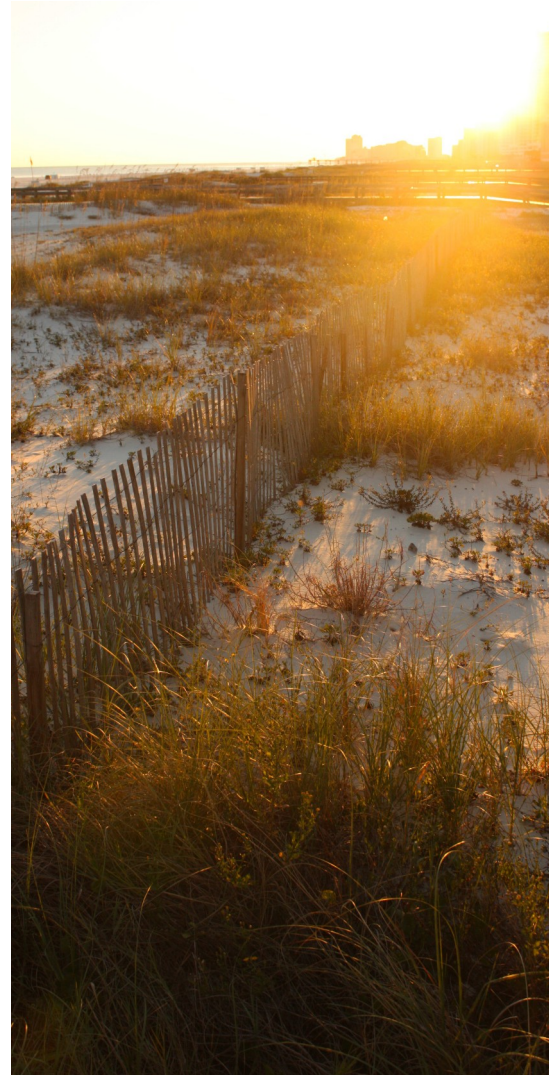
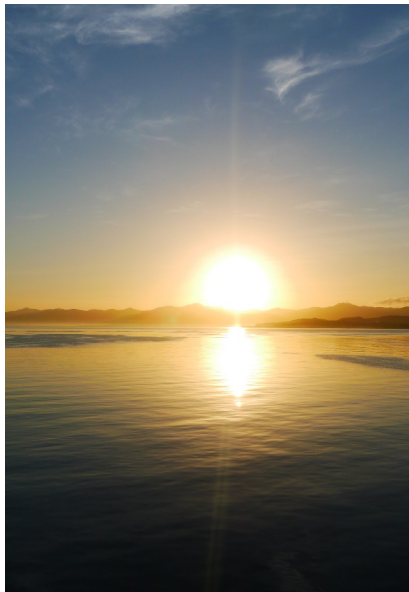
Look for what a quick glance misses.

03 / The shared question

Bring another perspective into view.

Three entry points.
One connected story.

A visual index offers different ways into the same subject. Keep labels brief, repeat their rhythm, and make the next step clear. Add real page references in the final document.



A world, in fragments.

BY COLUMN, TOP TO BOTTOM: lake / autumn; waterfall / sunrise;
waves / dunes. CC0 1.0 photographs; full credits in the website source list.
Independent landscapes, not one location or event sequence.

Let the eye wander.



01 / THE SETTING

Begin with the wider scene.

03 / A DIFFERENT SCALE

Move from water to land to horizon.

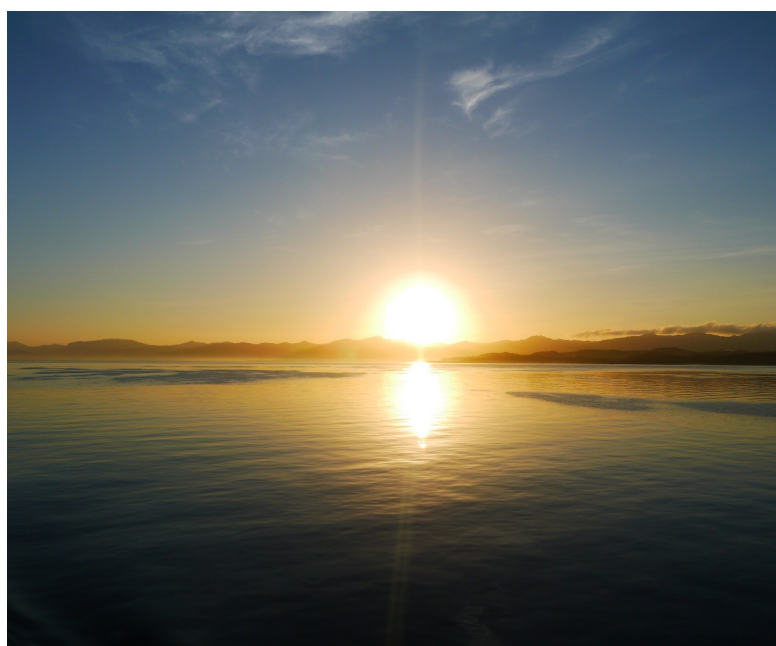
Different image sizes create a route, while the shared edges hold it together.

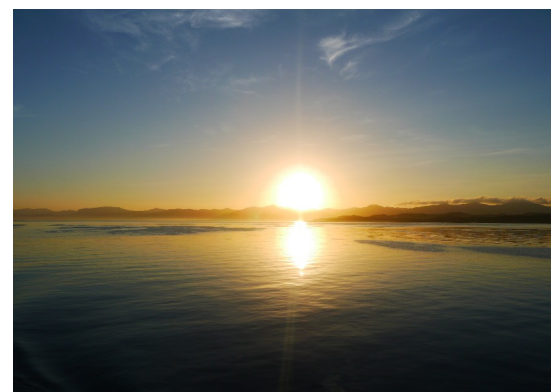
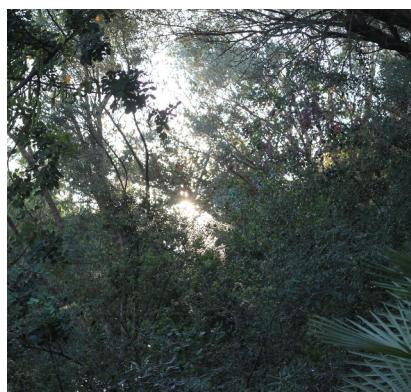
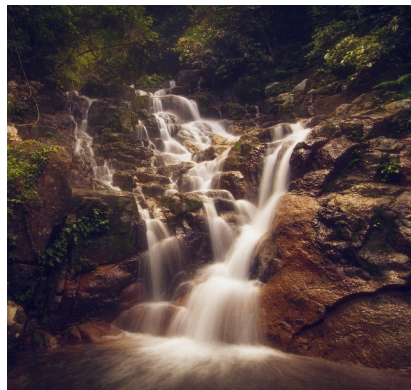
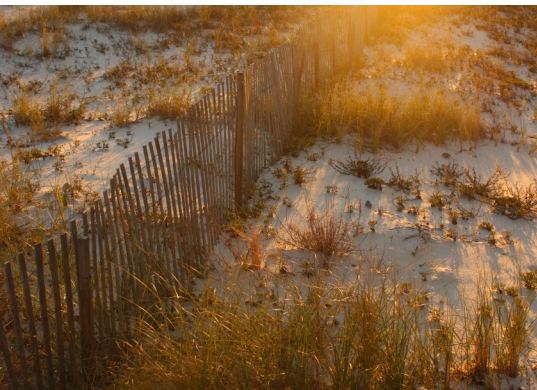
CC0 1.0 LANDSCAPES
SOURCES LISTED ON THE WEBSITE
LAYOUT DEMONSTRATION



02 / A SMALL DETAIL

A closer view changes the scale of attention.



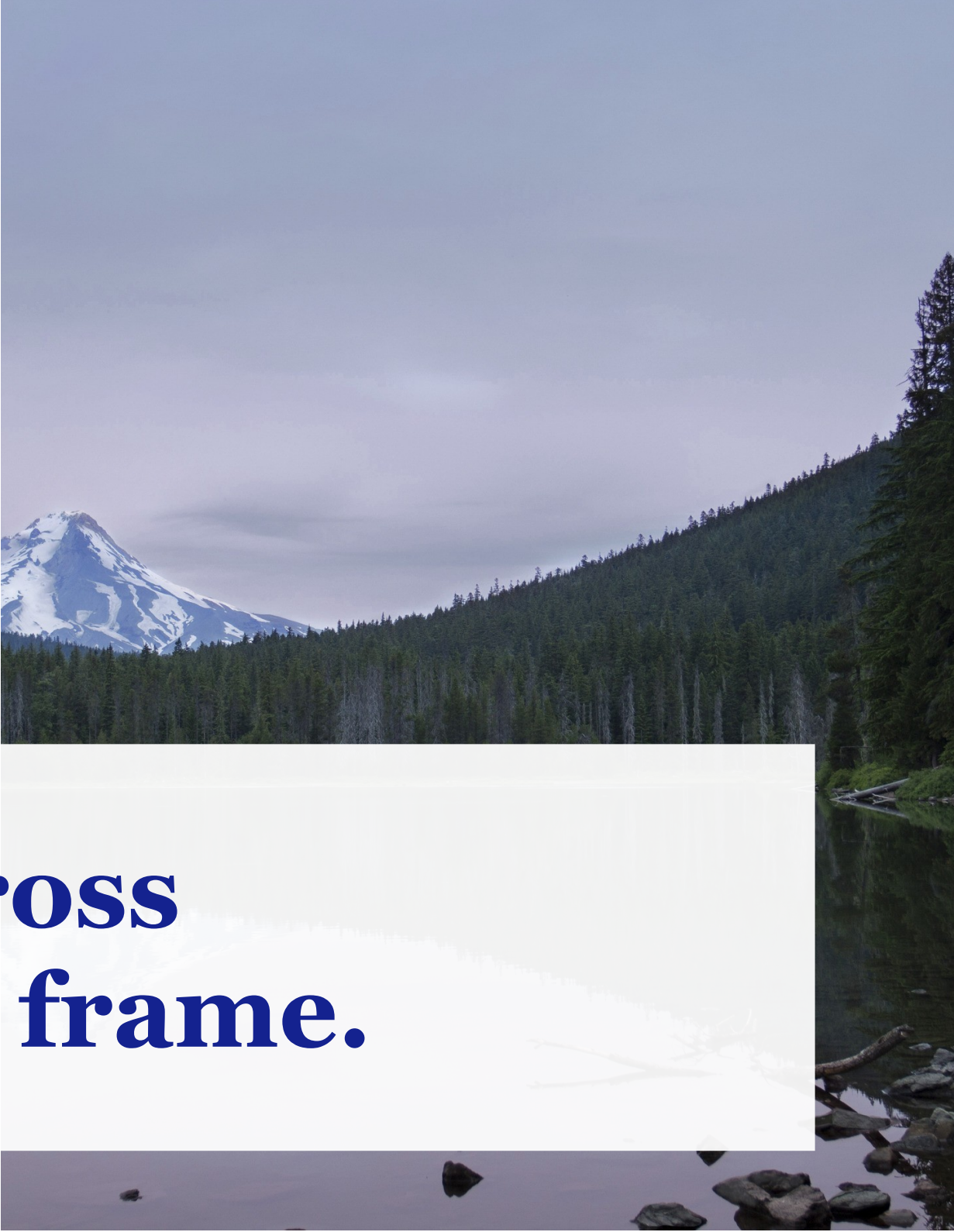


One frame. Many worlds.

A panoramic anchor, followed by six supporting views.

Read the smaller frames from left to right, then top to bottom.

CC0 landscapes from different places; full credits in the source list.



Across the frame.

A short headline crosses the edge of the photograph.
A quiet reading plane keeps the words together.

Let the photograph keep its subject. Let the type
keep its voice. The overlap connects the two.

PHOTO: BONNIE
MORELAND / CC0

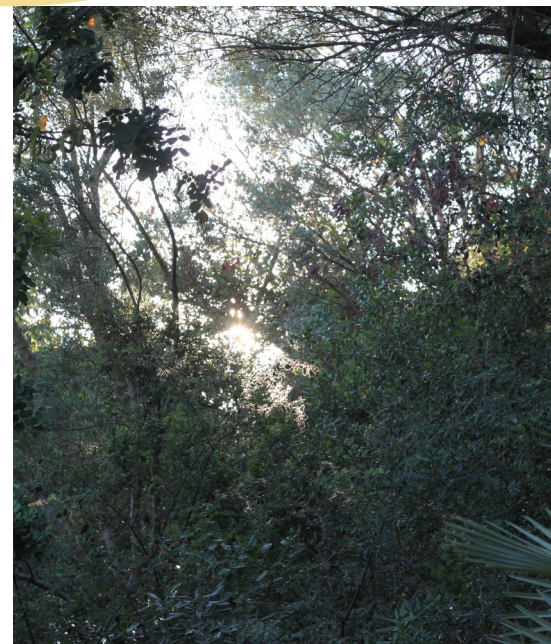
Photograph, reading plate
and headline remain
separate objects.

A frame for the natural world.



A quiet circle
changes the balance.
The photograph
keeps the detail.

A larger field connects two separate image scales.
The geometry is editorial atmosphere, not a logo,
a measured area or a claim about the subject.



Different page jobs. One coherent system.

The expanded catalogue contains 24 layouts.
Each family answers a different reading need.

LAYOUT COUNT
This catalogue, edition 02.
No programme outcomes.

NUMBER OF LAYOUTS

Photography		13	WHAT TO READ Photo layouts set place and sequence.
Information		6	Information layouts help compare, locate and explain.
Reading		5	Reading layouts carry arguments and pauses.

SOURCE: THE 24 ENTRIES IN THIS DEMONSTRATION CATALOGUE.
COUNTS DESCRIBE THE LIBRARY; THEY ARE NOT A PAGE-MIX TARGET.

*Choose the form from the reader's task.
The catalogue is a repertoire, not a required sequence.*

First notice. Then interpret.

Observation

Interpretation

THE QUESTION

What is actually in front of me?
Describe what can be seen or heard.

THE QUESTION

What could this detail mean?
Explain the reasoning, not just the answer.

THE RECORD

Write a precise detail.
Keep the original context visible.

THE RECORD

Offer a possible explanation.
Name the assumptions it depends on.

THE NEXT MOVE

Ask whether someone else
would notice the same thing.

THE NEXT MOVE

Look for evidence that could
change the first interpretation.

A QUALITATIVE COMPARISON / THE TWO COLUMNS DO NOT IMPLY NUMERICAL SCORES.

Before. During. Beyond.

01

PREPARE

Read about the place. Find a question worth carrying.
Identify what you know and what you need to ask.

Keep a short record of the starting point.

02

ENCOUNTER

Listen, observe and compare different perspectives.
Record the detail that challenges your first reading.

Let the experience make the question more precise.

03

RETURN

Revisit the notes and explain what changed.
Connect an observation to a clearer argument.

Carry the unanswered questions into the next conversation.

Less rush. More attention.

A quieter page can still
make a strong impression.

*Not every thought
needs a picture.*

Use scale to create a clear entrance.
Let a smaller voice answer it.

Then leave enough space for the
reader to connect the two.
The pause is part of the story.



Take the questions with you.

The journey continues in the way you see the world.

CC0 PHOTOGRAPHY

Bonnie Moreland / Archbob / Martin Eklund
Bautsch / SpessiG / Hommie09
Alabama Extension / Bruce Dupree

SOURCES AND LICENSE

Source list included with the examples:
photo-sources.json and image-credits.html
Also available on the website.