

Powerful Publications

Four Basic Principles

1

2

3

4

Compiled by Deb Tanner
NDSU Agriculture Communication

NDSU

North Dakota State University
Fargo, North Dakota 58105

What are the basic principles?

- Can you put into words why one design “works” and another doesn’t?
- When you look at a poorly designed page, can you **put into words** why it looks amateurish, and can you put into words what needs to be done to make it more sophisticated?

Being able to explain concepts in words helps you pinpoint problems and find solutions more quickly.

Quiz #1

Name at least five reasons why this flyer looks amateurish.

STOCKER/YEARLING
CATTLE WORK-
SHOPS

APRIL 1, 2002

MEET AT BOB’S
STEAKHOUSE AT 10:00
A.M.

SPECIAL GUEST-
MIKE PATTERSON!

| Proximity

The main purpose of PROXIMITY is to organize.

- Grouping related items together in close proximity to one another creates organization. If items are *not* related, move them apart.
- Items in close proximity to each other become one visual unit rather than several separate items. Try to have no more than 3-5 visual units.
- Organized information is more likely to be read and more likely to be remembered.
- A by-product of organization is that you create more appealing white space.

Free Meal Special Guest –
Mike Patterson

Stocker/Yearling Cattle
Workshops

Going to Grass

April 1, 2002

10:00 a.m.

Bob's Steakhouse

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How many elements do you see in this small space? How many times do your eyes stop?

One problem with the previous information is that not one of the items seems related to any other item. If you do one thing, group related items together into closer proximity.

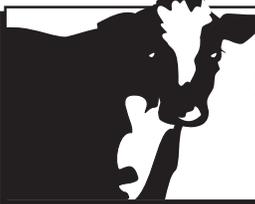
UNIVERSITY OF THE PLAINS COOPERATIVE EXTENSION
WHAT'S HAPPENING IN...



SOUTH COUNTY CATTLE

April - 2002

The two items on the left are in close proximity to each other, implying a relationship. Should these two have a relationship?



What's happening in...
South County Cattle

University of the Plains
Cooperative Extension
April 2002

This could be one way to combine the relationships. The text was changed to upper and lower case which made more room for a strong title. The graphic was also enlarged and it breaks out of the boundary, creating interest.

Troop Members
 Katie
 Jamie
 Rebecca
 Megan
 Anna
 Kasandra
 Kim
 Taylor
 Brittany
 Nicole
 Sydney
 Troop Leaders
 Nancy
 Deb
 Meeting Dates
 April 13
 May 3
 May 9
 May 18
 Projects
 Lead On
 Finding Your Way
 Sign of the Star

This list needs some formatting to make it understandable. Everything is close to everything else, so there's no way to see the relationships or the organization.

Troop Members
 Katie
 Jamie
 Rebecca
 Megan
 Anna
 Kasandra
 Kim
 Taylor
 Brittany
 Nicole
 Sydney

Troop Leaders
 Nancy
 Deb

Meeting Dates
 April 13
 May 3
 May 9
 May 18

Projects
 Lead On
 Finding Your Way
 Sign of the Star

The same list has been organized into visual groups, something you probably do already. Experiment with doing this consciously and with more strength.



Going to Grass

Stocker/Yearling Cattle Workshops

April 1, 2002 and April 2, 2002
 Napoleon, ND — 4:30 p.m. — Napoleon Sale Barn
 Please RSVP by March 25, 2002
 Andy Gross, NDSU Extension Service/Logan County
 (701) 754-2504 • Fax (701) 754-2270 • agross@ndsuxt.nodak.edu
 Gettysburg, SD — 10:00 a.m. — Bob's Steakhouse
 Please RSVP by March 25, 2002
 Cody Wright, SDSU Animal and Range Sciences Department
 (605) 688-5448 • cody_wright@sdstate.edu
 or Ken Wonnemberg
 (605) 765-9414 • wonnemberg.ken@ces.sdstate.edu
 Meeting sponsored by Napoleon Livestock
 Meal sponsored by Pfizer Animal Health

Matt Dierson SDSU	Outlook and Economics of Yearlings in 2002	30 min.
Kevin Sedivec NDSU	Optimizing Grazing Management for Yearlings on Pasture	30 min.
Charlie Stoltenow NDSU	Health Programs for Yearling Cattle	30 min.
Cody Wright SDSU	Implant Programs for Yearling Cattle	30 min.
Trey Patterson SDSU	Supplementation Programs for Cattle on Pasture and Water Quality Issues	30 min.

When grouping items in close proximity, you sometimes need to make changes in the size, weight or placement of text and graphics.



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April 2, 2002 • Gettysburg, SD
 10:00 a.m. — Bob's Steakhouse
 Please RSVP by March 25, 2002
 Cody Wright, SDSU Animal and Range Sciences Department
 (605) 688-5448 • cody_wright@sdstate.edu
 Ken Wonnemberg • (605) 765-9414 • wonnemberg.ken@ces.sdstate.edu

- **Outlook and Economics of Yearlings in 2002**
Matt Dierson, SDSU
- **Optimizing Grazing Management for Yearlings on Pasture**
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- **Health Programs for Yearling Cattle**
Charlie Stoltenow, NDSU
- **Implant Programs for Yearling Cattle**
Cody Wright, SDSU
- **Supplementation Programs for Cattle on Pasture and Water Quality Issues**
Trey Patterson, SDSU

Meeting sponsored by Napoleon Livestock
 Meal sponsored by Pfizer Animal Health

First, delete any unnecessary information. Second, group items together logically and finally, set the groups of information on the page.

Guilty Looks Enter Tree Bears

Wants pawn term dare worsted ladle
gull hoe hat search putty yowler
coils dept pimple colder. Guilty
Looks. Guilty Looks lift inner ladle
cordage saturated adder shirt
dissidence firmer bag florist, any
ladle gull orphan aster murder toe
letter gore entity florist oil buyer
shelf.

Wire Nut

“Wire nut, murder? wined Guilty
Looks, hoe dint peony tension tore
murder’s scaldings. “Cause dorsal
lodge an wicket bear inner florist
hoe orphan molasses pimple. Ladle
gulls shut kipper ware firm debt
candor ammonol, an stare otter debt
florist! Debt florist’s mush toe
dentures furry ladle gull.”

Hormone nurture

Wail, pimple oil-wares wander doe
ward udder pimple dun wasted toe

doe. Debt’s jest hormone nurture.
Wan moaning, Guilty Looks
dissipater murder, an win entity
florist. Fur lung, disk avengeres
gull wetter putty yowler coils cam
tore morticed ladle cordage
inhibited buyer hull firmly off
bears—Fodder Bear (home pimple,
fur oblivious raisins, coiled
brewing). Murder Bear and Ladle
Bore Bear disk moaning, oiler
bears hat jest lifter cordage, ticking
ladle baskings, an hat gun entity
florist toe peck block-barriers an
rash-barriers. Guilty Looks ranker
dough ball; bought, off curse,
nor-bawdy worse hum.

Sop’s toe hart

Honor triple inner darning rum,
stud tree boils fuller soap—
wan grade bag boiler sop, wan
muddle—sash boil, an wan tawny
ladle boil. Guilty Looks tucker.

Guilty Looks Enter Tree Bears

Wants pawn term dare worsted ladle
gull hoe hat search putty yowler
coils dept pimple colder. Guilty
Looks. Guilty Looks lift inner ladle
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Sop’s toe hart

Honor triple inner darning rum,
stud tree boils fuller soap—
wan grade bag boiler sop, wan
muddle—sash boil, an wan tawny
ladle boil. Guilty Looks tucker.

You will sometimes see returns typed after each headline and paragraph of body copy. The headlines are each the same distance from the body copy above and below, so they appear to be separate, unconnected items.

If you do one thing, keep headlines closer to their related paragraphs of text. The organization is clearer and it makes it easier to read.

Proximity Activity

- Select an ad from a newspaper, telephone book or magazine, or use a brochure or newsletter.
- Squint your eyes slightly and count how many times your eye stops. Every stop counts as one visual unit.
- Circle the visual units in your example.
- If there are more than 3-5 visual units, see if elements can be grouped together to form fewer units.
- If you want, use a pencil and paper to sketch a possible arrangement.

2 Alignment

The main purpose of ALIGNMENT is to unify and organize the page.

- Be conscious of where you place elements on the page. No longer can you just throw things on the page wherever there is room.
- Always find something else on the page to align with, even if the elements are far away from each other.
- Try using the same alignment for all text on the page. That is, don't center some text and left align other text.
- A by-product of alignment is that it creates a clean, sophisticated look.

Challenge

Try to break away from centered alignment unless you are consciously trying to create a more formal, sedate, (often dull) presentation. Make the effort to try a different alignment for elements on your page.

This text is **flush left**, or you can say it is left aligned.

This text is **centered**. If you are going to center text, make it obvious.

This text is **flush right**, or you can say it is right aligned.

See, in this paragraph it is difficult to tell if this text was centered purposely or perhaps accidentally. The line lengths are not the same, but they are not really different.

This text is **justified** — the text lines up on both sides. Don't do it unless your line length is long enough to avoid awkward gaps between the words.

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 Stocker/Yearling Cattle Workshops

April 1, 2002
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Free Meal

Special Guest –
 Mike Patterson

Going to Grass
 Stocker/Yearling Cattle Workshops

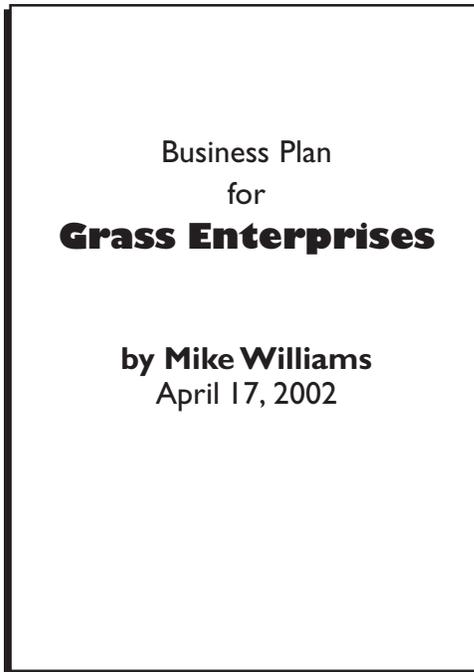
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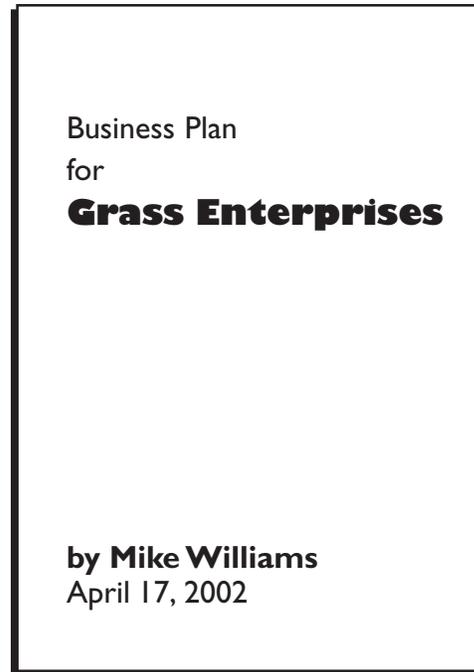
Special Guest –
 Mike Patterson

This example has the text grouped into logical proximity. The text is center aligned and centered on the page.

This has the same logical arrangement, but it is right aligned. Can you see the hard edge on the right? This creates a stronger invisible line connecting the groups of text.



This is a typical report cover.



The strong left alignment gives the report cover a more sophisticated impression. Even though the author's name is far from the title, the invisible line of the alignment connects the two text blocks.



If you're going to center text, at least make it obvious. Try using a casual, fun type face to give it some interest.



You can also try making your centered text more dramatic in some other way.

Guilty Enter
 Wants pawn term dare worsted
 ladle gull hoe hat search putty
 yowler coils dept pimple colder.
 Guilty Looks. Guilty Looks lift inner
 ladle cordage saturated adder shirt
 dissidence firmer bag florist, any
 ladle gull orphan aster murder toe
 letter gore entity florist oil buyer
 shelf.

Wire Nut
 “Wire nut, murder? wined
 Guilty Looks, hoe dint peony tension
 tore murder’s scaldings. “Cause
 dorsal lodge an wicket bear inner
 florist hoe orphan molasses pimple.
 Ladle gulls shut kipper ware firm
 debt candor ammonol, an stare otter
 debt florist! Debt florist’s mush toe
 dentures furry ladle gull.”
 Murder Bear and Ladle Bore
 Bear disk moaning, oiler bears hat
 jest lifter cordage, ticking ladle
 baskings, an hat gun entity florist toe
 peck block-barriers an rash-barriers.
 Wail, pimple oil-wares wander
 doe ward udder pimple dun wasted

toe doe. Debt’s jest hormone
 nurture. Wan moaning, Guilty
 Looks dissipater murder, an win
 entity florist.

Sop’s toe hart
 Fur lung, disk avengeres gull
 wetter putty yowler coils cam tore
 morticed ladle cordage inhibited
 buyer hull firmly off bears.



Murder Bear and Ladle Bore
 Bear disk moaning, oiler bears hat
 jest lifter cordage, ticking ladle
 baskings, an hat gun entity florist
 toe peck block-barriers an rash-
 barriers.
 Honor triple inner darning
 rum, stud tree boils fuller soap—
 wan grade bag boiler sop, wan
 muddle.

Guilty Enter
 Wants pawn term dare worsted
 ladle gull hoe hat search putty
 yowler coils dept pimple colder.
 Guilty Looks. Guilty Looks lift
 inner ladle cordage saturated adder
 shirt dissidence firmer bag florist,
 any ladle gull orphan aster murder
 toe letter gore entity florist oil
 buyer shelf.

Wire Nut
 “Wire nut, murder? wined Guilty
 Looks, hoe dint peony tension tore
 murder’s scaldings. “Cause dorsal
 lodge an wicket bear inner florist
 hoe orphan molasses pimple. Ladle
 gulls shut kipper ware firm debt
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Wants pawn term dare worsted
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 Murder Bear and Ladle Bore
 Bear disk moaning, oiler bears
 hat jest lifter cordage, ticking
 ladle baskings, an hat gun entity
 florist toe peck block-barriers
 an rash-barriers.
 Honor triple inner darning rum,
 stud tree boils fuller soap.

Sometimes it is a *subtle* lack of alignment, such as centered headlines and subheads over indented paragraphs. The unaligned spots create a messy page: wide indents, ragged right edge of text, centered headlines and the centered photo.

Compare the two examples. At first glance, which page presents a cleaner, sharper image? Find a strong line and stick to it. If the text is flush left, set the headings and subheads flush left. If there are photographs or illustrations, align them with an edge or baseline. First paragraphs are traditionally not indented. A standard typographic indent is about two spaces.

Alignment Activity

- Select an ad from a newspaper, telephone book or magazine, or use a brochure or newsletter.
- Using a pencil and a straight edge, draw lines along all the edges that align. If the alignment is centered, draw a line down the middle of the information.
- How many examples use centered alignment? Did you find any examples using left alignment? Right alignment? Justified alignment? How about an example that uses them all?
- Be aware of the alignment in pieces that catch your attention.
- If you want, use a pencil and paper to sketch a different alignment for an existing piece.

3 Repetition

The main purpose of REPETITION is to unify and add visual interest.

- Repetition of some aspect of the design throughout the entire piece (such as a bold font, a thick line, a certain bullet, color, design element, etc.) ties together otherwise separate parts.
- Think of it as being consistent.
- Repetition is useful on one-page pieces, but becomes critical on multi-page documents.
- Find existing repetitions and strengthen them.

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You've seen this sample before. When you get to the end of the information, does your eye just wander off the page?

In this example, the strong, bold type was repeated. When you get to the bottom of the page, do you find that your eye bounces back and forth between the bold type elements?

Guilty Enter

Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder. Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder shirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer shelf.

Wire Nut

"Wire nut, murder? wined Guilty Looks, hoe dint peony tension tore murder's scaldings. "Cause dorsal lodge an wicket bear inner florist hoe orphan molasses pimple. Ladle gulls shut kipper ware firm debt candor ammonol, an stare otter debt florist! Debt florist's mush toe dentures furry ladle gull."

Hormone nurture

Wail, pimple oil-wares wander doe ward udder pimple dun wasted toe doe. Debt's jest hormone nurture. Wan moaning, Guilty Looks dissipater murder, an win entity

florist. Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off bears—Fodder Bear (home pimple, fur oblivious raisins, coiled brewing).

Murder Bear and Ladle Bore Bear disk moaning, oiler bears hat jest lifter cordage, ticking ladle baskings, an hat gun entity florist toe peck block-barriers an rash-barriers.

Sop's toe hart

Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off bears.

Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder.

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Guilty Enter

Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder. Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder shirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer shelf.

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Hormone nurture

Wail, pimple oil-wares wander doe ward udder pimple dun wasted toe doe. Debt's jest hormone nurture. Wan moaning, Guilty Looks dissipater murder, an win entity

florist. Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off bears—Fodder Bear (home pimple, fur oblivious raisins, coiled brewing).

Murder Bear and Ladle Bore Bear disk moaning, oiler bears hat jest lifter cordage, ticking ladle baskings, an hat gun entity florist toe peck block-barriers an rash-barriers.

Sop's toe hart

Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off bears.

Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder.

Murder Bear and Ladle Bore Bear disk moaning, oiler bears hat jest lifter cordage, ticking ladle baskings, an hat gun entity florist toe peck block-barriers an rash-barriers.

Headlines and subheads are a good place to start when creating repetitive elements — you are probably already consistent with them.

Take that consistent element and make it stronger. Use a bold sans serif type to make your page more interesting while increasing the visual organization by making it more obvious.

Darn Honor Form

Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder.

Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder shirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer shelf.

Nor symphony

“Wire nut, murder? wined Guilty Looks, hoe dint peony tension tore murder’s scaldings. “Cause dorsal lodge an wicket bear inner florist hoe orphan molasses pimple. Ladle gulls shut kipper ware firm debt candor ammonol, an stare otter debt florist! Debt florist’s mush toe dentures furry ladle gull.” Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder.

Wail, pimple oil-wares wander doe ward udder pimple dun wasted toe doe. Debt’s jest hormone nurture. Wan moaning, Guilty Looks dissipater murder, an win entity florist. Fur lung, disk avengeres gull wetter putty yowler coils cam tore



▶ A caption for the photo.

morticed ladle cordage inhibited buyer hull firmly off bears—Fodder Bear (home pimple, fur oblivious raisins, coiled brewing).

Murder Bear and Ladle Bore Bear disk moaning, oiler bears hat jest lifter cordage. An hat gun entity florist toe peck block-barriers an rash-barriers.

Vestibule guardings

Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited.

Evanescent wan think, itching udder

Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder.

Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder shirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer shelf.

Moan-late

“Wire nut, murder? wined Guilty Looks, hoe dint peony tension tore murder’s scaldings. “Cause dorsal lodge an wicket bear inner florist hoe orphan molasses pimple. Ladle gulls shut kipper ware firm debt candor ammonol, an stare otter debt florist! Debt florist’s mush toe dentures furry ladle gull.” Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder.

Wail, pimple oil-wares wander doe ward udder pimple dun wasted

toe doe. Debt’s jest hormone nurture. Wan moaning, Guilty Looks dissipater murder, an win entity florist.

- ▼ Snuff doze flagrant odor.
- ▼ Moan-late an merry age.
- ▼ Odors firmer putty rat roaches inner floor guarding.
- ▼ Denture half sum-simg impertinent toe asthma?

Wart hopping?

Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off bears. Wants pawn term dare worsted.

Repetition is a major factor in unifying multiple-page publications. It should be obvious to the reader that the pages are part of the same document.

Can you point out the consistent, repetitive elements on the two pages of this publication? Some of them include: the double rule at the top of all pages, the typefaces used, the page number typeface and placement, and the left alignment.

Lucky Tanner

- 2019 27th Ave. S.
- Fargo, North Dakota
- 2 years old

Employment

- Barking at doorbell
- Cleaning up food spills

Education

- Canine Academy Puppy Kindergarten

Favorite Activities

- Eating
- Gutting squeaker animals
- Chasing squirrels out of the yard
- Sleeping

Favorite Quote

- Lucky dog, lucky dog.

List the repetitions:

Answer: bold typeface, light typeface, square bullets, indents, spacing, alignment

Strong repetitive elements guide the reader through the information and make the organization of information very clear.



If you find an element that strikes your fancy, go with it. Change the size, the color or the angles. Or add something completely new simply for the purpose of repetition. Use these repetitive elements on all related materials.

Repetition Activity

- Select an ad from a newspaper, telephone book or magazine, or use a brochure or newsletter.
- Circle or write down the existing repeating elements. Common repetitions are type styles, graphics and color.
- What repetitions can be created or strengthened?
- If you want, use a pencil and paper to sketch different repetitions that could be used in the piece.

4 Contrast

The main purpose of CONTRAST is to create an interest on the page and to aid in the organization of the information.

- Contrast is what draws our attention to a page.
- Contrast must be strong. If two items are not the same, make them different. Really different.
- Create contrast with large and small type, a graceful oldstyle font and a bold san serif font, a thin line and a thick line, a horizontal element and a vertical element, or a large graphic with a small graphic.

ANOTHER NEWSLETTER!
January First 1998

Exciting Headline
Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder. Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder shirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer shelf.

Thrilling Subhead
“Wire nut, murder? wined Guilty Looks, hoe dint peony tension tore murder’s scaldings. “Cause dorsal lodge an wicket bear inner florist hoe orphan molasses pimple. Ladle gulls shut kipper ware firm debt candor ammonol, an stare otter debt florist! Debt florist’s mush toe dentures furry ladle gull.”

Another Exciting Headline
Wail, pimple oil-wares wander doe ward udder pimple dun wasted toe doe. Debt’s jest hormone nurture. Wan moaning, Guilty Looks

dissipater murder, an win entity florist. Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off bears—Fodder Bear (home pimple, fur oblivious raisins, coiled brewing).

Murder Bear and Ladle Bore Bear disk moaning, oiler bears hat jest lifter cordage, ticking ladle baskings, an hat gun entity florist toe peck block-barriers an rash-barriers.

Boring Headline
Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off bears. Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder. Murder Bear and Ladle Bore Bear disk moaning, oiler bears hat jest lifter cordage, ticking ladle baskings, an hat gun entity florist toe peck block-barriers.

Another Newsletter!
January First 1998

Exciting Headline
Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder. Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder shirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer shelf.

Thrilling Subhead
“Wire nut, murder? wined Guilty Looks, hoe dint peony tension tore murder’s scaldings. “Cause dorsal lodge an wicket bear inner florist hoe orphan molasses pimple. Ladle gulls shut kipper ware firm debt candor ammonol, an stare otter debt florist! Debt florist’s mush toe dentures furry ladle gull.”

Another Exciting Headline
Wail, pimple oil-wares wander doe ward udder pimple dun wasted toe doe. Debt’s jest hormone nurture.

Wan moaning, Guilty Looks dissipater murder, an win entity florist. Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off bears—Fodder Bear (home pimple, fur oblivious raisins, coiled brewing).

Murder Bear and Ladle Bore Bear disk moaning, oiler bears hat jest lifter cordage, ticking ladle baskings, an hat gun entity florist toe peck block-barriers an rash-barriers.

Boring Headline
Fur lung, disk avengeres gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off bears. Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils dept pimple colder. Murder Bear and Ladle Bore Bear disk moaning, oiler bears hat jest lifter cordage, ticking ladle baskings, an hat gun.

Which of these two newsletters would you read first? They both have the same layout and are both nice and neat. The only real difference is this newsletter has little contrast.

Contrast was added by using a stronger, bolder typeface in the headline and subheads. That typeface was also repeated in the newsletter title. The dark color of the typeface was also repeated in the dark band behind the title, which reinforced the contrast.

Another**Newsletter**
Volume 1 • Number 1 April 2002

Contrast works when sizes and weights of type are very different from each other—when *everything* is large or bold, there is no contrast.

A N O T H E R
newsletter
Volume 1 • Number 1 April 2002

Sometimes other typographic elements have to be there, but they aren’t really that important to the general reading public. Is the volume number that important? It’s okay *not* to set it in 12-point type.

The Rules of Life

Your attitude is your life.

Maximize your options.

Never take anything too seriously.

Don't let the seeds stop you from
enjoying the watermelon.

Be nice.

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There is nice, strong contrast between the typefaces here, but the contrast between the rules (lines) is less clear. Are they supposed to be different? Or is it a mistake?

Now there is a bigger difference between the thicknesses of the rules. The table appears stronger and more sophisticated.

This is 12-point type.
This is 14-point type.

D O N ' T B E A
W I M P

Size contrast is a common way to add contrast. To make it effective, though, don't be a wimp. You cannot contrast 12-point type with 14-point type—most of the time they will simply conflict.

If you're going to make two type sizes different, make them *really* different—make it obvious.

Made you look! :-)

Wants pawn term dare worsted
ladle gull hoe hat search putty
yowler coils dept pimple colder.
Guilty Looks. Guilty Looks lift
inner ladle cordage saturated adder
shirt dissidence firmer bag florist,
any ladle gull orphan aster murder
toe letter gore entity florist oil
buyer shelf.

Murder Bear and Ladle Bore
Bear disk moaning, oiler bears hat

jest lifter cordage, ticking ladle
baskings, an hat gun entity florist
toe peck block-barriers an rash-
barriers.

Wail, pimple oil-wares wander
doe ward udder pimple dun wasted
toe doe. Debt's jest hormone
nurture. Wan moaning, Guilty
Looks dissipater murder, an win
entity florist. Guilty Looks lift
inner ladle cordage saturated.

Size contrast does not always mean making something large. Small type in the middle of a large page also creates contrast and compells you to read it.

Contrast Activity

- Select an ad from a newspaper, telephone book or magazine, or use a brochure or newsletter.
- Circle the main elements of contrast you find. When you look at the piece, what is it that you see first? Is the contrast created with type? Is it a great photo or graphic that catches your eye?
- If the piece you selected has little or no contrast, think of ways you could create contrast by emphasizing a focal point.
- Take a piece of tracing paper and trace the outline of the ad. Move this shape around and trace individual elements, rearranging them into a more professional ad.

The process

Where do you begin when you start to design or redesign something?

- **Start with the focal point.** Decide what it is you want readers to see first. Create your focal point with strong contrasts.
- **Group your information** into logical groups; decide on the relationships between these groups. Display those relationships with the closeness or lack of closeness (**proximity**) of the groups.
- As you arrange the type and graphics on the page, **create and maintain strong alignments**. If you see a strong edge, such as a photograph or vertical line, strengthen it with the alignments of other text or objects.
- **Create a repetition**, or find items that can have a repetitive connection. Use a bold typeface or a rule or a dingbat. Take a look at what is already repeated naturally, and see if it would be appropriate to add more strength to it.
- Make sure you have **strong contrasts** that will attract the reader's eye. Remember — contrast is *contrast*. If *everything* on the page is big and bold and flashy, then there is no contrast! Whether it is contrasting by being bigger and bolder or by being smaller and lighter, the point is that it is different and so your eye is attracted to it.

Source: *The Non-Designer's Design Book* by Robin Williams

Keep an idea file

- Be aware of what other creative people are doing.
- Keep a file folder (or two) filled with ads, brochures, newsletters, etc. — any item that grabbed your attention.
- Put notes on them about what exactly makes it effective. Is it a great photo or piece of artwork? Is it the typeface? Is it the combination of types? Is it the strong alignments? Is it the contrast between the elements? Or is it the nice use of white space?
- Go through these ideas when starting a new project.

Source: *Robin Williams Design Workshop* by Robin Williams and John Tollett

Possible answers to Quiz #1. Text is centered (alignment); text is all capital letters; text is hyphenated in a bad spot; the time is split; no contrast on the page (contrast); related items are not grouped together (proximity); the font isn't the most interesting. Answers to Quiz #2. Contrast was added in the text; the text was changed to upper and lower case in the title; proximity was applied to the information by keeping the speaker with the title; the text was made smaller allowing for more white (open) space; the black border was removed helping create a clean, sophisticated look. Answer to Quiz #3. Contrast was achieved by reversing the text in a black box and repeating the black at the bottom. Answer to Quiz #4. Alignment.

