

Coltness High School

10 Commandments For Good Design Layouts

Graphic
Communication

Technology
Department

1. Put Your Reader First

Read the text before designing it.

Tell your readers what is in the text, with informative headlines

Select pictures that tell the story

Don't over embellish your design. You are trying to produce an effective publication, rather than to impress an awards jury.

A classic bonding

SINCE their "arrival" they had been getting lots of publicity. Who wouldn't when you dare to pose for the paparazzi... with nothing enveloping you but the cold air.

Thus, you could imagine why I had doubts about bond's performing ability. I have always believed that if you were good enough, you needn't go to such lengths to promote yourself.

Then, when the four ladies came a-calling, playing a Russian gypsy song called Korobushka, I realised how very wrong I was. They were brilliant.

Bond is made up of Haylie Ecker (first violin), Eos (second violin), Tania Davis (viola) and Gay-Yee Westenhoff (cello).

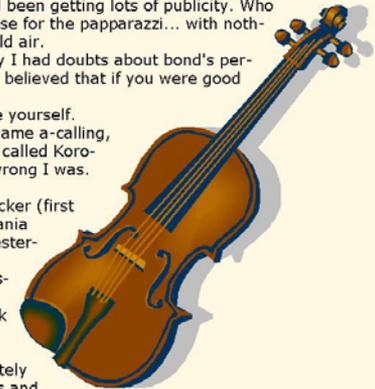
This is not your average classical string quartet that plays with stiff bows in flowing black gowns. The girls break all the rules of a classical concert and come armed with absolutely cool, barely-there instruments and trendy togs.

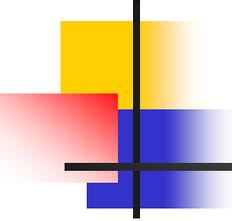
They have been swamped with video requests on MTV and Channel [V] ever since their first Asian visit in June 2001. Even the Guinness World Records has awarded them with the highest entry into the UK Pop charts for a female instrumental band.

Their debut album Born went straight to No. 2 in the first week of release in the UK Classical Chart. But it was later kicked off the charts because they were not "classical" enough! Fortunately, that event made them a household name in the music industry.

Their songs were mostly written by Magnus Fiennes, a well-known film composer from Salisbury, England. The lasses contributed a couple of their own compositions as well.

Kismet was written by Gay-Yee. It has a traditional, marching-folk feel to it. Bella Donna, a dramatic and sentimental number was composed by Eos.





2. Use Graphic to add visual interest

It doesn't matter whether you have produced a leaflet or a full length book, the first thing readers do when they pick it up is to look for pictures. They immediately add interest to the page and catch the eye.

- ✚ Turn tables into pie or bar charts
- ✚ Use graphic symbols like dingbats in lists ◊ ★ ① ①
- ✚ Make a feature of pull out quotes, sidebars, boxes or drop capitals
- ✚ Enlarge a small detail into something bigger
- ✚ Place it on a background
- ✚ Crop very narrow or very wide
- ✚ Use unusual proportions
- ✚ Let detail jut into text area, with the text running round it.

2. Use Graphics to add visual interest

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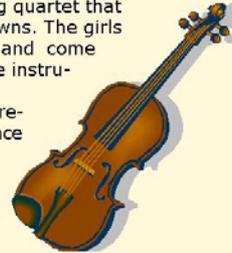
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Wrap text only on one side of a graphic.

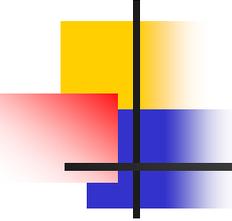
The Album

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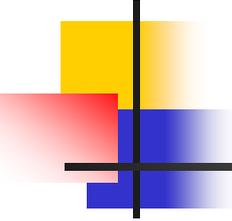




3. Easy to see what its about

Assume that your readers know nothing about what you are trying to tell them. It is no small task for them to have to understand both your content and your structure at the same time.

- ✚ Ensure that visual images have captions, and that readers do not have to search for them
- ✚ Ensure that headlines draw attention into the text
- ✚ Organise the copy to make a coherent publication



4. Make it easy to navigate

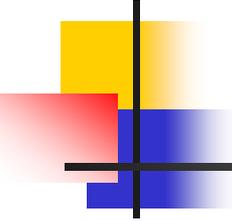
Create sign posts to exploit the habits and conventions people expect. Headlines are bigger than text. Folios (page numbers) appear on the outside edges of pages.

Help readers find the most important items by giving your pages an obvious hierarchy.

Use contents lists wherever possible.

Ensure that folios are easy to find.

Use a feature to group items that belong together.



5. Choose appropriate fonts

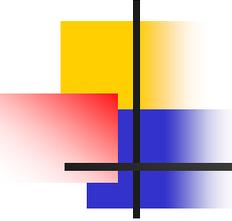
The font you choose adds a subliminal message to the text. In general, a serif font adds authority and classicism, while sans serif says modernity and urgency.

Using the wrong font will mislead.

Start any job with just two fonts.

Use tried and tested combinations

Choose fonts whose history reflects the text



6. Don't treat the computer like a typewriter

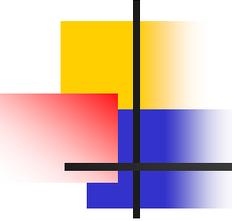
Use only a single space after punctuation

Use the correct dash

Use typographical (smart) quotation marks

Do not use underlining in text. In headlines draw underlines with the rule tool

Do not use full line space between paragraphs



7. Make your type easy to read

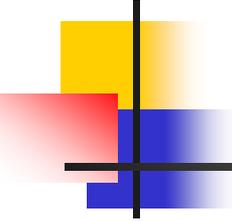
Tighten the space between letters and words

For most headline fonts adjust the letter spacing or tracking

For headline setting, use leading the same size or less than the type size.

Don't set continuous text in capitals

Always use bold type in reversed blacks



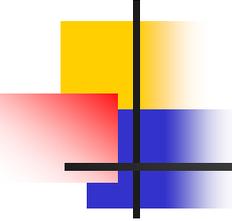
8. Adjust the column width to suit

Text is easiest to read when it contains between 40 & 60 characters per line. Even when using columns; set the font size accordingly.

40 to 60 characters per line

As the columns get wider, increase the leading as appropriate

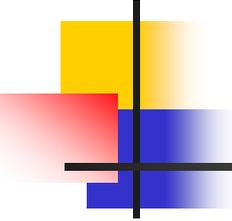
Always try and avoid running text across a full page. Break it up with boxes or graphics.



9. Pay attention to space

Even in a 'busy' design the reader needs a place to rest. This 'white space' is a principle building block of graphic design.

White space provides contrast and a resting point for readers' eyes as they look at the material. It allows elements to sit in the correct space.



10. Be consistent with detail

Plan and control your design layout and it will become strong in its identity. Readers find it comforting that certain things remain the same throughout—signposts, colours and style.

Every element of your design should always be treated in the same way.

Most DTP programs have style sheets and master pages. Use them

Libraries can be used to store often used graphics or devices.