

Design Techniques

Color

Importance

- Draws Higher Response Rate
- Increases the Reading by 80%
- Adds Excitement and Realism
- Illustrates Emotion and Mood

Rules

- Limit Use of Colors
- No More than Three
- Use Consistent Themes
- Use Complimentary Colors

Meanings

- Black-Sophisticated, Mysterious
- Blue-Calming, Serene
- Brown-Earthy, Drab
- Red-Energetic, Angry
- Purple-Royal, Passionate
- White-Simple, Pure
- Yellow-Optimistic, Positive

Parts of Publication

- **Headline** - Lettering, Slogan, or Saying that gets reader's attention
- **Copy** – The Selling Message in a Publication; Stress the Benefits and Features
- **Illustration** – The Photograph Image used to Visually Attract Interest
- **Design Graphic** – Distinctive Identification Symbol

White Space

- **White Space** - Adds Direction and Purpose; Prevents Clutter; Allows Breaks
- **Gutter** – White Space Between Columns
- **Leading** – White Space Between Lines of Text
- **Kerning**- White space between words

Font Styles

Serif

A type of font in which a short line crosses the end of the main strokes of each letter.

Ex: Times New Roman, Courier

Sans Serif

A type of font which is straight edged. Sans means without

Ex: Arial, Comic Sans

Typefaces/Designs

Ascenders

The part of the letter that extends above the baseline

Descenders

The part of a letter that extends below the baseline.

Drop Case

Enlarging the first character of a paragraph

Pull Quotes

Phrases in an article that are enlarged for importance

Desktop Publishing

Use desktop publishing software with alternative input devices.

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