

## Graphic Design Basics

### Typography

- Flush **left is the easiest to read**. Centered type is the hardest.
- Upper and lower case is best for **titles**.
- Initial cap and lower case is best for text and some **headings**.
- It is best **not to use ALL CAPS**, accept for acronyms.
- **Avoid hyphenating** more than two consecutive lines.
- **Don't leave orphans!** (a word or short line at the top of a column or page).
- **Serif vs. San Serif Type**. It is best to use serif type (like Times) for long text. Sans Serif is best for signage, presentations, graphics and large headings.
- **When using more than one type face, make sure they are very different** (e.g., Monotype Corvisa (fancy script) and Helvetica (sans-serif))
- When to use **bold** or *italic*. Use *italics* for book titles in text and **bold** for subheads. When used very sparingly for emphasis as an attention getting device, bold and italic can be useful. However, **use only sparingly**.
- **Leading**—the space between lines—and how to use it.
- Leading should be **2 points more than the point size of the type** (e.g. 9 point type, 11 point leading).
- **Letter spacing** or tracking **can be adjusted** so that letters are closer or farther apart. Bigger type needs less space between letters.
- What about Kerning? This technique closes space between certain letters like Ty and vo. **Kerning makes spacing look more even** because it adjusts for individual differences in letter combinations.

### Page Layout and design

- When deciding page size **consider cost and standard envelope sizes**. Using standard paper sizes saves on cost!
- **Keep design elements consistent:** i.e. subhead use and styles, photo caption placement and styles
- **Text should be easy to follow:** sequence of photos and art should be logically placed.
- **Use columns for text layout**—avoid lines that are too long. It's hard for readers to follow across entire 8 inch width.
- **Don't overdo the design**. Use a few colors and typefaces. The best looking documents use minimal colors and effects. White space in a document is good.