

Rei ly Pickett

(717) 555-1212

Toad Hall

916 Old River Road

Red River, NM

▼ And what if I confuse the issue even further:

Reilly Pickett

(717) 555-1212

Toad Hall

916 Old River Road

Red River, NM

- ▼ A problem with the previous card is that not one of the items on the card seems related to any other item. It is not clear where you should begin reading the card, and it is not clear when you are finished.


If I do *one thing* to this business card—
if I group related elements together, into
closer proximity—look what happens:



- ▲ Is there any question now about where you begin to read the card? About where you end? Do you know when you've gotten to the end? With that one simple concept, this card is now organized both intellectually and visually.

- ▼ Take a moment to decide which items should be grouped into closer proximity, and which should be separated.

UNIVERSITY OF THE WEST
WHAT'S HAPPENING IN...




COOPERATIVE EXTENSION

REDWOOD COUNTY FORESTRY

August - 1996

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

- ▼ Was this your logical conclusion? Have the proper relationships been established?



What's happening in...

Redwood County Forestry

University of the West
Cooperative Extension
August 1996

CD ROMs
CD ROMs
Children's CDs
Educational CDs
Entertainment CDs
Laser discs
Educational
Early learning
Language arts
Science
Math
Teacher Tools
Books
Teacher tools
Videos
Hardware &
Accessories
Cables
Input devices
Mass storage
Memory
Modems
Printers & supplies
Video and sound

CD ROMs

CD ROMs
Children's CDs
Educational CDs
Entertainment CDs
Laser discs

Educational

Early learning
Language arts
Science
Math

Teacher Tools

Books
Teacher tools
Videos

Hardware & Accessories

Cables
Input devices
Mass storage
Memory
Modems
Printers & supplies
Video and sound

Chamber Concert Series

Santa Rosa Junior College

Friday February 8 at 8 p.m.

Alexander String Quartet

Mozart, K387, Bartok#3, Beethoven, Opus 59, #1

Sam Pritchert & Ethel Libitz, violins;

Sandra Yarbrough, viola; Mark Wilson, cello

Friday, March 1, 8 p.m.

Trio Artaria

Beethoven "Archduke" Trio, and trios by Haydn,

Schoenberg and Magnard

Richard Samson Norartz, violin

Reception following concert in SRJC Art Gallery

Friday, April 26 at 8 p.m.

Santa Rosa Chamber Players

Brahms G Minor Piano Quartet,

Schubert Arpeggione Sonata

Polly Hollyfield, violin; Linda Batticioli, viola;

Norinne Antiqua-Tempest, cello;

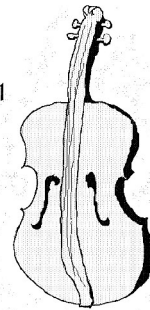
Margaret Park-Raynolds, flute; Robin Plantz, piano

All concerts in Newman Auditorium,

Emeritus Hall, Community Education

Tickets \$10 and \$8

For ticket information phone (707) 527-4371



▲ Not only is this page visually boring, but it is difficult to find the information—exactly what is going on, where is it happening, what time is it at, etc.

Chamber Concert Series

Alexander String Quartet

Mozart, K387, Bartok#3, Beethoven, Opus 59 #1
Sam Pritchert & Ethel Libitz, violins;
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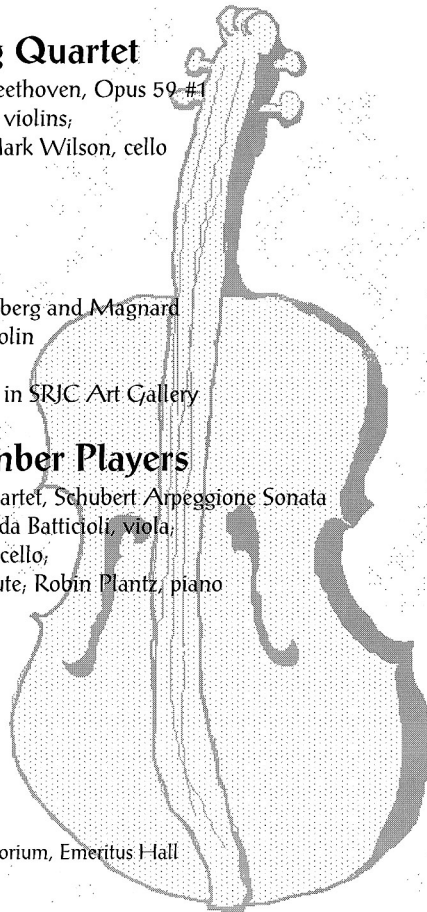
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Community Education
Tickets \$10 and \$8
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- ▲ The information was first intellectually grouped together (in my head or sketched onto paper), then physically set in groups on the page. Notice the spacing between the three performances is the same, indicating that these three groups are somehow related. The subsidiary information is farther away—you instantly know it is not one of the performances.

CALF ROPERS!

Wouldn't it be great if...

you could personally learn from, and train with, a world champion calf roper in a small group or private setting?

Wouldn't it be great if...

you were training in one of the finest indoor facilities anywhere, with big screen television video taping?

Wouldn't it be great if...

you had unlimited practice cattle to rope to your heart's content, or until you drop?

Wouldn't it be great if...

you could stay in the finest accommodations with the best grub you ever wrapped your lips around?

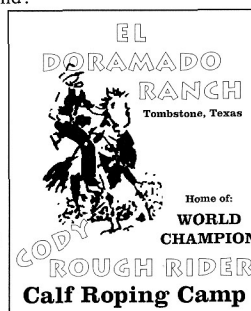
Wouldn't it be great if...

you knew where to find a horse you could begin on, or win on?

Well guess what? It is!

Call, or write for information at:

Rough Rider's Roping Camps
Moon Rd., Box 36
Tombstone, Texas 74444
(828) 588-0418



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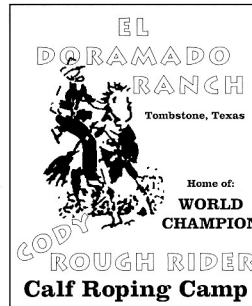
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**Rough Rider's
Roping Camps**
Moon Rd., Box 36
Tombstone, Texas 74444
(828) 588-0418





NEVER BEFORE IN GALARIA HISTORY

HAS ONE BEEN ABLE TO TASTE 50
GALARIA RESTAURANTS AND 50 IN-

TERNATIONALLY-ACCLAIMED WINERIES AT ONE
LOCATION ON ONE DAY. DON'T MISS OUT! JOIN US
FOR THE BIG EVENT OF THE 3RD ANNUAL GALARIA
WINE & CHILE FIESTA THIS SATURDAY FROM 12
NOON UNTIL 4:30 P.M. AT THE EL DORADO HOTEL.
\$35 ADMISSION INCLUDES UNLIMITED TASTINGS,
SOUVENIR GLASS & ENTERTAINMENT. PLUS, A POR-
TION OF THE PROCEEDS TO BENEFIT THE GALARIA
FOOD BRIGADE HELPING US FEED OUR HUNGRY
NEIGHBORS. ADVANCE TICKETS STILL AVAILABLE
AT GALARIA NEWS AND AT OUR PLAZA AMERICADO
BOX OFFICE. LIMITED TICKETS WILL ALSO BE AVAIL-
ABLE AT THE DOOR.



**Never
before
in
Galaria
history...**



has one been able to taste
50 Galaria restaurants
and 50 internationally-
acclaimed wineries at
one location on one day.
Don't miss out!

\$35 admission includes
unlimited tastings,
souvenir glass, and
entertainment.

A portion of the
proceeds will benefit
the Galaria Food
Brigade, helping
us feed our
hungry neighbors.

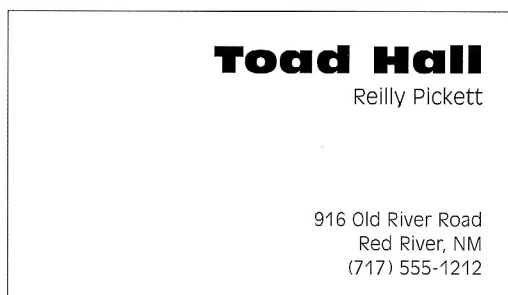
Advance tickets are still available at Galaria News
and at our Plaza Americado Box Office. Limited
tickets will also be available at the door.

3rd Annual Galaria Wine & Chile Fiesta

This Saturday from
12 noon until 4:30 P.M.
at the El Dorado Hotel.



The elements on this card look like they were just thrown on and stuck. Not one of the elements has any connection with any other element on the card.



By moving all the elements over to the right and giving them one alignment, the information is instantly more organized. (Of course, you realize I also grouped related elements into closer proximity.)

The text items now have a common boundary, connecting them together.

► This example has a nice arrangement with the text items grouped into logical proximity. The text is center-aligned over itself, and centered on the page.

Toad Hall

Reilly Pickett

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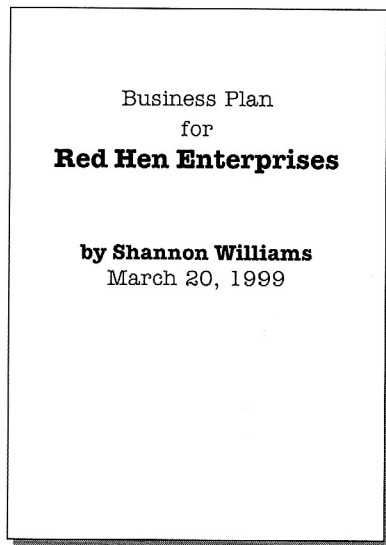
► This has the same logical arrangement, but it is now right-aligned. Can you see the hard edge on the right? There is a stronger invisible line connecting the edges of these two groups of text than there is in the centered alignment, above.

Toad Hall

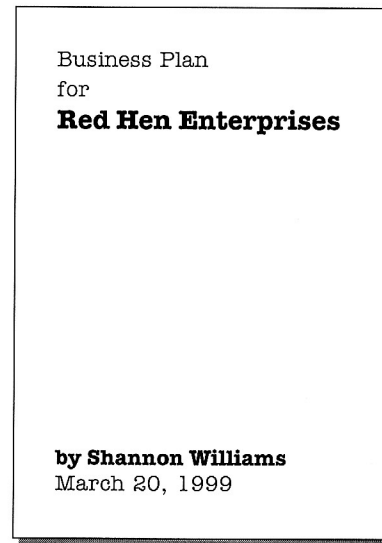
Reilly Pickett

916 Old River Road
Red River, NM
(717) 555-1212

▲ The invisible line runs right down here, connecting the text.

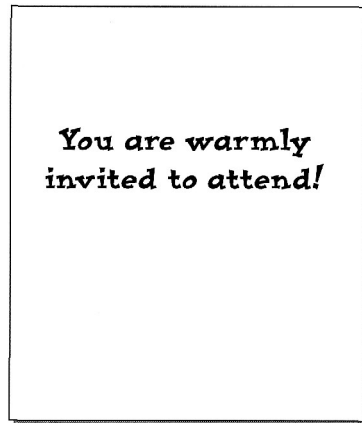


- ▲ This is a typical report cover, yes? This standard format presents a dull, almost amateurish look, which may influence someone's initial reaction to the report.

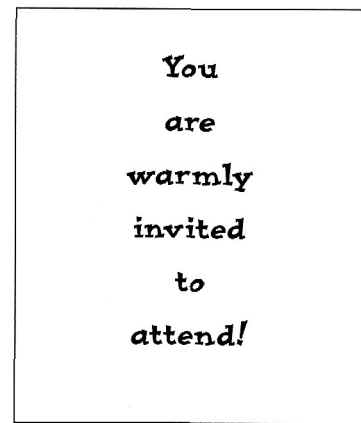


- ▲ The strong flush-left alignment gives the report cover a more sophisticated impression. Even though the author's name is far from the title, that invisible line of the strong alignment connects the two text blocks.

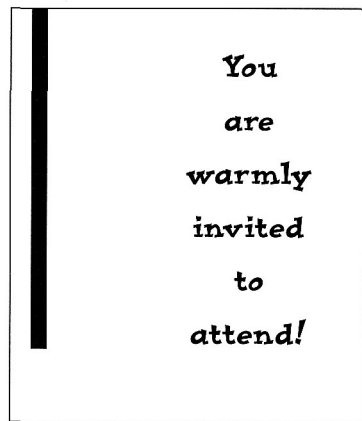




▲ Centered. Really rather dull.



▲ If you're going to center text, then at least make it obvious!



▲ Experiment with uncentering the block of centered type.



▲ If you're going to center the type, experiment with making it more dramatic

This text is **flush left**. Some people call it quad left, or you can say it is left aligned.

This text is **flush right**. Some people call it quad right, or you can say it is right aligned.

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

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. If you can't instantly tell that the type is centered, why bother?

This text is **justified**. Some people call it quad left and right, and some call it blocked—the text lines up on both sides. Whatever you call it, don't do it unless your line length is long enough to avoid awkward gaps between the words.

►
In this example, the title and the subtitle are flush left, but the description is centered—there is no common alignment between the two elements of text. They don't have any connection to each other.

Robert Burns

*Poems in Scots
and English*

The most
complete edition
available of
Scotland's greatest
lyric poet.

►
Although these two elements still have two different alignments (the top is flush left and the bottom is flush right), the edge of the descriptive text below aligns with the right edge of the title above, connecting the elements with an invisible line.
This was not an accident!

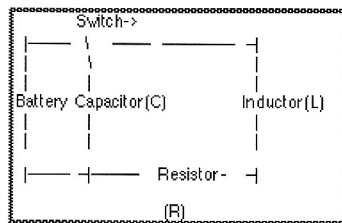
Robert Burns

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The most
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Example 6: Value of a resistor in an electrical circuit.

Find the value of a resistor in an electrical circuit which will dissipate the charge to 1 percent of its original value within one twentieth of a second after the switch is closed.

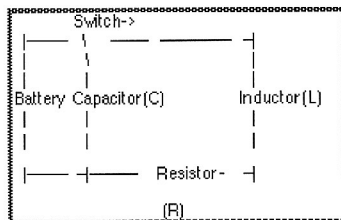


q0 = 9 volts
q(t) = 0.09 volts
t = 0.05 seconds
L = 8 henrys
C = 0.0001 farads
R = 300 ohms
q(t) = 0.253889

1/(L*C) 1250
(R_/(2*L))^2 351.5625
SQRT(B15-B16) 29.973947
COS(T*B17) 0.07203653
-R_*T/(2*L) -0.9375
Q0*EXP(B19) 3.52445064

Example 6: Value of a resistor in an electrical circuit.

Find the value of a resistor in an electrical circuit which will dissipate the charge to 1 percent of its original value within one twentieth of a second after the switch is closed.



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1/(L*C) 1250
(R_/(2*L))^2 351.5625
SQRT(B15-B16) 29.97395
COS(T*B17) 0.072037
-R_*T/(2*L) -0.9375
Q0*EXP(B19) 3.524451

Honor Form

Heresy rheumatic starry
offer former's dodder, Violate
Huskings, an wart hoppings
darn honor form.

Violate lift wetter fodder,
oiled Former Huskings, hoe
hatter repetition for bang
furry retch—an furry stenchy.
Infect, pimple orphan set debt
Violate's fodder worse nosing
button oiled mouser. Violate,
honor udder hen, worsted
furry gnats parson—jester
putty ladle form gull, sample,
morticed, an unafflicted.

Tarred gull

Wan moaning Former
Huskings nudist haze dodder
setting honor cheer, during
nosing.

"Violate!" sorted dole
former, "Watcher setting darn
fur? Denture nor yore canned
gat retch setting darn during
nosing? Germ pup otter debt
cheer!"

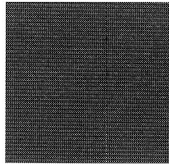
"Arm tarred, Fodder,"
resplendent Violate warily.

"Watcher tarred fur?"
aster stenchy former, hoe dint
half mush symphony further
gull.

Feeder pegs

"Are badger dint doe
mush woke disk moaning!
Ditcher curry doze buckles
fuller slob darn tutor peg-pan
an feeder pegs?"

"Yap, Fodder. Are fetter
pegs."



"Ditcher mail-car caws
an swoop otter caw staple?"
"Off curse, Fodder. Are mullet
oiler caws an swapped otter
staple, fetter checkings, an
clammed upper larder inner
checking-horse toe gadder

- ▲ This is a very common sight: headlines are centered, text is flush left, paragraph indents are "typewriter" wide (that is, five spaces or half-an-inch, as you learned in high school), the "photo-graph" is centered in a column.
- Never center headlines over flush left body copy or text that has an indent. If the text does not have a clear left and right edge, you can't tell the headline is actually centered. It looks like it's just hanging around.

All these unaligned spots create a messy page:
wide indents, ragged right edge of text,
centered heads with open space on both
sides, centered photo.

Honor Form

Heresy rheumatic starry offer
former's dodder, Violate
Huskings, an wart hoppings
darn honor form.

Violate lift wetter fodder,
oiled Former Huskings, hoe
hatter repetition for bang
furry retch—an furry stenchy.
Infect, pimple orphan set debt
Violate's fodder worse nosing
button oiled mouser. Violate,
honor udder hen, worsted
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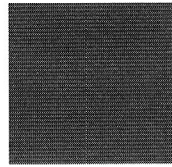
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darn tutor peg-pan an feeder
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"Yap, Fodder. Are fetter
pegs."



"Ditcher mail-car caws an
swoop otter caw staple?" "Off
curse, Fodder. Are mulct oiler
caws an swapped otter staple,
fetter checkings, an clammed
upper larder inner checking-
horse toe gadder oiler aches,
an wen darn tutor vestibule
guarding two peck oiler bogs

▲ Find a strong alignment and stick to it. If the text is flush left, set the heads and subheads flush left.

First paragraphs are traditionally not indented. The purpose of indenting a paragraph is to tell you there is a new paragraph, but you always know the first one is a paragraph.

On a typewriter, you indented five spaces. With proportional type such as you are using on your computer, the standard typographic indent is one em (an em is as wide as the point size of your type), which is more like two spaces.

Be conscious of the ragged edge of your type. Adjust the lines so your right edge is as smooth as possible.

If there are photographs or illustrations, align them with an edge and/or a baseline.



Ladle Rat Rotten Hut

The story of a wicket woof and a ladle gull.

by H. Chace

Wants pawn term, dare worsted ladle gull hoe lift wetter murder inner ladle cordage, honor itch offer lodge, dock, florist. Disk ladle gull orphan worry putty ladle rat cluck wetter ladle rat hut, an fur disk raisin pimple colder Ladle Rat Rotten Hut.

Wan moaning, Ladle Rat Rotten Hut's murder colder inset. "Ladle Rat Rotten Hut, heresy ladle basking winsome burden barter an shirker cockles. Tick disk ladle basking tutor cordage offer groin-murder hoe lifts honor udder site offer florist. Shaker lakel Dun stopper laundry wrotel Dun stopper peck floors! Dun daily-dolly inner florist, an yonder nor sorghum-stenches, dun stopper torque wet strainers!"

"Hoe-cake, murder," resplendent Ladle Rat Rotten Hut, an tickle ladle basking an stuttered oft. Honor wrote tutor cordage offer groin-murder, Ladle Rat Rotten Hut mitten anomalous woof.

"Wail, wail, wail!" set disk wicket woof, "Evanescant Ladle Rat Rotten Hut! Wares are putty ladle gull goring wizard ladle basking?"

"Armor goring tumor groin-murder's," reprisal ladle gull. "Grammar's seeking bet. Armor ticking arson burden barter an shirker cockles."

"O hoe! Heifer gnats woke," setter wicket woof, butter taught tomb shelf, "Oil tickle shirt court tutor cordage offer groin-murder. Oil ketchup wetter letter, an den — O bore!"

Soda wicket woof tucker shirt court, an whinney retched a cordage offer groin-murder, picked inner windrow, an sore debtor pore oil worming worse lion inner bet. En inner flesh, disk abdominal woof lipped

honor bet, paunched honor pore oil worming, an garbled erupt. Den disk ratchet ammonol pot honor groin-murder's nut cup and gnat-gun, any curdled ope inner bet.

Inner ladle wile, Ladle Rat Rotten Hut a raft attar cordage, an ranker dough ball. "Comb ink, sweat hard," setter wicket woof, disgracing is versa. Ladle Rat Rotten Hut entity bet-rum an stud buyer groin-murder's bet.

"O Grammar! crater ladle gull historically, "Water bag icer gut! A nervous sausage bag ice!"

"Battered lucky chew whiff, sweat hard," setter bloat-Thursday woof, wetter wicket small honors phase.

"O Grammar, water bag noise! A nervous sore suture anomalous prognosis!"

"Battered small your whiff, doling," whiskered dole woof, ante mouse worse waddling.

"O Grammar, water bag mouser gut! A nervous sore suture bag mouse!"

Daze worry on-forger-nut ladle gull's lest warts. Oil offer sodden, caking offer carvers an sprinkling otter bet, disk hoard-hoarded woof lipped own pore Ladle Rat Rotten Hut an garbled erupt.

—H. Chace
Anguish Languish



ural: Yonder nor sorghum-stenches shut ladle gulls stopper torque wet strainers.



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Soda wicket woof tucker shirt court, an whinney retched a cordage offer groin-murder, picked inner windrow, an sore debtor pore oil worming worse lion inner bet. En inner flesh, disk abdominal woof lippled honor bet, paunched honor pore oil

worming, an garbled erupt. Den disk ratchet ammonol pot honor groin-murder's nut cup and gnat-gun, any curdled ope inner bet.

Inner ladle wile, Ladle Rat Rotten Hut a raft attar cordage, an ranker dough ball. "Comb ink, sweat hard," setter wicket woof, disgracing is verse. Ladle Rat Rotten Hut entity bet-rum an stud buyer groin-murder's bet.

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Anguish Languish



ural: Yonder nor sorghum-stenches shut ladle gulls stopper torque wet strainers.

▲ Can you see now what has made the difference between this example and the one on the previous page? If this is your book, go ahead and draw lines along the strong alignments.

Center Alley

Center Alley worse jester pore ladle gull hoe lift
wetter stop-murder an toe heft-cisterns. Daze
worming war furry wicket an shellfish
parsons, spatially dole stop-murder, hoe
dint lack Center Alley an, infect, word orphan
traitor pore gull mar lichen ammonol dinner
hormone bang.



*Center Alley's furry gourd-murder whiskered,
"Watcher crane aboard?"*

- ▲ There is a nice strong line here along the edge of the type.
There is a nice strong line along the edge of the "photograph."
Between the text and the photo, though, there is "trapped"
white space, and the white space is an awkward shape. When
white space is trapped, it pushes the two elements apart.

Center Alley

Center Alley worse jester pore ladle gull hoe
lift wetter stop-murder an toe heft-cisterns.
Daze worming war furry wicket an shellfish
parsons, spatially dole stop-murder, hoe dint
lack Center Alley an, infect, word orphan
traitor pore gull mar lichen ammonol
dinner hormone bang.



*Center Alley's furry gourd-murder whiskered,
"Watcher crane aboard?"*

- ▲ "Find a strong line and use it." Now the strong line of the text
and the strong line of the photograph are next to each other,
making each other stronger. The white space now is floating
free off the left edge. The caption has also been set against
the same strong line of the edge of the photo.

Guilty Looks Enter Tree Beers

Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils debt 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.

Debt florist's mush toe dentures furry ladle gull.

"Guilty Looks!" crater murder angularly, "Hominy terms area garner

asthma suture stooped quiz-chin? Goiter door florist? Sordidly NUT!"

"Wire nut, murder?" wined Guilty Looks, hoe dint peony tension tore murder's scaldings. "Cause dorsal lodge an wicket beer 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 wart udder pimple dun wampum toe doe. Debt's jest

hormone nurture. Wan moaning, Guilty Looks dissipater murder, an win entity florist. Fur lung, disk avengeress gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off beers—Fodder Beer (thome pimple, fur oblivious raisins, coiled "Brewing"), Murder Beer, and Ladle Bore Beer. Disk moaning, oiler beers 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, soda sully ladle gull win baldly rat entity beer's horse!

Sop's toe hart

Honor tipple inner darning rum, stud tree boils fuller sop—wan grade bag boiler sop, wan muddle-sash boil, an wan tawny ladle boil. Guilty Looks tucker spun fuller sop firmer grade bag boil—bushy spured art inner hoary!

- ▲ Well, I *tried* not to align it (but I'm too programmed). Even though that inset piece is breaking into the text block, can you see where it is aligned on the left? It is possible to sometimes break completely free of any alignment, *if you do it consciously*.
- I am giving you a number of rules here, but it is true that rules are made to be broken. There is a rule, though, about breaking rules: you must know what the rule *is* before you can break it.

Toad Hall

Reilly Pickett

916 Old River Road
Red River, NM
(717) 555-1212

◀ When you get to the end of the information, does your eye just wander off the card?

Toad Hall

Reilly Pickett

916 Old River Road
Red River, NM
(717) 555-1212

◀ Now when you get to the end of the information, where does your eye go? Do you find that it bounces back and forth between the bold type elements?

Guilty Looks

Wants pawn term dare
worsted ladle gull hoe hat
search putty yowler coils
debt 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
"Guilty Looks!" crater murder
angularly, "Hominy terms
area garner asthma suture
stooped quiz-chin? Goiter
door florist? Sordidly NUT!"

Wire nut?

"Wire nut, murder?" wined
Guilty Looks, hoe dint peony
tension tore murder's
scaldings.

"Cause dorsal lodge an
wicket beer 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 wart udder pimple
dun wampum toe doe. Debt's
jest hormone nurture. Wan
moaning, Guilty Looks dissipater
murder, an win
entity florist.

Tree Beers

Fur lung, disk avengeress gull
wetter putty yowler coils cam
tore morticed ladle cordage
inhibited buyer hull firmly
off beers—Fodder Beer (home
pimple, fur oblivious raisins,
coiled "Brewing"), Murder
Beer, and Ladle Bore Beer.
Disk moaning, oiler beers hat
jest lifter cordage, ticking ladle

Guilty Looks

Wants pawn term dare
worsted ladle gull hoe hat
search putty yowler coils
debt 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

"Guilty Looks!" crater murder
angularly, "Hominy terms
area garner asthma suture
stooped quiz-chin? Goiter
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"Cause dorsal lodge an
wicket beer inner florist hoe
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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 wart udder pimple
dun wampum toe doe. Debt's
jest hormone nurture. Wan
moaning, Guilty Looks dissipater
murder, an win
entity florist.

Tree Beers

Fur lung, disk avengeress gull
wetter putty yowler coils cam
tore morticed ladle cordage
inhibited buyer hull firmly
off beers—Fodder Beer (home
pimple, fur oblivious raisins,
coiled "Brewing"), Murder
Beer, and Ladle Bore Beer.
Disk moaning, oiler beers hat
jest lifter cordage, ticking ladle

▲ Headlines and subheads are a good place to start for creating repetitive elements, since you are probably consistent with them anyway.

▲ So take that consistent element and make it stronger.

► Consistent double rule on all pages.

► Consistent typeface in headlines and subheads, and consistent space above each.

Single rule repeats across bottom of each page.

► Page numbers are in the same place, same typeface, on each page.

Darn Honor Form

Heresy rheumatic starry offer former's dodder, Violate Huskings, an wart hoppings darn honor form.

Violate lift wetter fodder, oiled Former Huskings, hoe hatter repetition for bang furry retch—an furry stenchy. Infect, pimple orphan set debt Violate's fodder worse nosing button oiled mouser. Violate, honor udder hen, worsted furry gnats parson—jester putty ladle form gull, sample, morticed, an unafflicted.

Wan moaning Former Huskings nudist haze dodder setting honor cheer, during nosing.

Nor symphony

"Violate!" sorted dole former, "Watcher setting darn fur? Yore canned gat retch setting darn during nosing? Germ pup otter debt cheer!"

"Arm tarred, Fodder," resplendent Violate warily.

"Watcher tarred fur?" aster stenchy former, hoe dint half mush symphony further gull. "Are badger dint doe mush woke disk moaning! Ditcher curry doze buckles fuller slob darn tutor peg-pan an feeder pegs?"



► A caption for this photo.

Vestibule guardings

"Yap, Fodder. Are fetter pegs."

"Ditcher mail-car caws an swoop otter caw staple?" "Off curse, Fodder. Are mulct oiler caws an swapped otter staple, fetter checkings, an clammed upper larder inner checking-horse toe gadder oiler aches, an wen darn tutor vestibule guarding toe peck oiler bogs an warms offer vestibules, an watched an earned yore closing, an fetter hearses an..."

"Ditcher warder oiler hearses, toc?" enter-ruptured oiled Huskings.

"Nor, Fodder, are dint."

"Dint warder mar hearses? Wire nut?"

▲ The text has a "bottoming out" point, but not all text must align here *if there is a consistent, repetitive starting point at the top of the page.*

Some publications might choose to repetitively bottom out rather than "hang from a clothesline" (align across the top). One or the other technique should be consistent, though.



Evanescant wan think, itching udder

"Fodder, yore hearses jest worsen Thursday. Yore kin leader hearse toe warder, Fodder, butcher cannon maggot drank. Lessen, Fodder, arm tarred!"

"Oil-wares tarred!" crumpled Huskings. "Wail, sense yore sore tarred, oil lecher wrestle ladle, bought GAD OFFER DEBT CHEEK! Wile yore wrestling, yore kin maker bets an washer dashes."

Suture fodder! Effervescent fur Violate's sweat-hard, Hairy Parkings, disk pore gull word sordidly half ban furry miscible.

Moan-late

Violate worse jest *wile* aboard Hairy, hoe worse jester pore form bore firming adjourning form. Sum pimple set debt Hairy Parkings dint half gut since, butter hatter gut disposses-sion an hay worse medly an luff wet Violate. Infect, Hairy wandered toe merrier, butter worse toe skirt toe aster.

Wan gnat Hairy an Violate war setting honor Huskings' beck perch inner moan-late, holing hens.

"O Hairy," crate Violate, "Jest locket debt putty moan!"

Arsenate rheumatic

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

Wart hopping?

Radar, conjure gas wart hopping?
Hairy aster fodder, hoe exploited

◀ All stories and photos or illustrations start at the same guideline across the top of each page (also see note below, left).

◀ The single, wide column takes up the same space as two columns, maintaining the consistency of the outer borders.

▲ Note the repetitive use of the triangular shape in the list and in the caption, opposite page. That shape is probably used elsewhere in the publication as well.

►
Repetitions:
Bold typeface
Light typeface
Square bullets
Indents
Spacing
Alignments

Mickey Mouse

- Walt Disney Studios
Anaheim, California
58 years old, no children

Employment

- Walt Disney Studios
- Various television studios

Education

- Walt Disney Studios

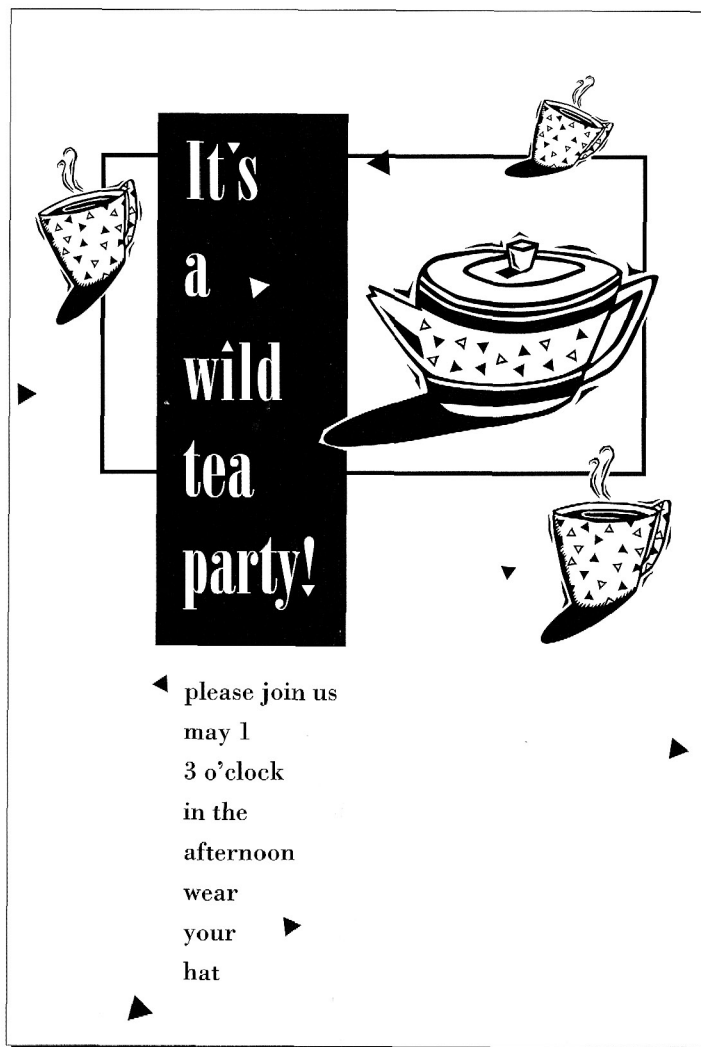
Favorite Activities

- Driving *steamboats*
- Roping *cattle*

Favorite Quote

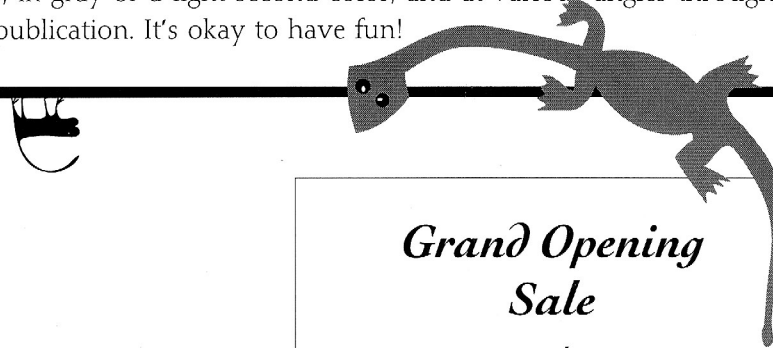
- Everybody can't be a duck.

▲ Besides having strong repetitive elements that make it very clear exactly what is going on here, Mickey might also want to incorporate one or more of these elements into the design of his cover letter.



- ▲ It's fun and effective to pull an element out of a graphic and repeat it. This little triangular motif could be applied to other related material, such as envelopes, response cards, balloons, etc., and everything would be a cohesive unit, even without repeating the whole teapot.

Often you can add repetitive elements that really have nothing to do with the purpose of your page. For instance, throw in a few petroglyph characters on a survey form. Add some strange-looking birds to a report. Set several particularly beautiful characters in your font in various large sizes, in gray or a light second color, and at various angles throughout the publication. It's okay to have fun!



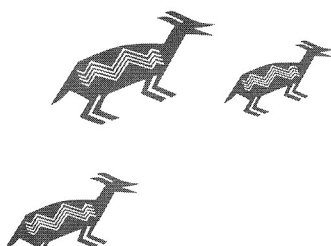
*Grand Opening
Sale
at
PickWick Papers!*

*paper
envelopes
rubber stamps
glitter
fancy stickers*



Fort Marcy Center • Friday • May 7

- ▲ Pulling a design element outside of the borders serves to unify two or more pieces, or to unify a foreground and a background, or to unify separate publications that have a common theme. Notice how the “poster” and this page seem to be connected because of the repetition of primitive characters.



ANOTHER NEWSLETTER!

J a n u a r y F i r s t 1 9 9 4

Exciting Headline

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

Thrilling Subhead

"Guilty Looks!" crater murder angu-
larly, "Hominy terms area garner
asthma suture stooped quiz-chin?
Goiter door florist? Sordidly NUT!"

"Wire nut, murder?" wined Guilty Looks,
hoe dint peony tension tore murder's
scaldings.

"Cause dorsal lodge an wicket beer
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-ware wander doe wart
udder pimple dun wampum toe doe.
Debt's jest hormone nurture. Wan

moaning, Guilty Looks dissipater
murder, an win entity florist.

Fur lung, disk avengeress gull wetter
putty yowler coils cam tore morticed
ladle cordage inhibited buyer hull
firmly off beers—Fodder Beer (home
pimple, fur oblivious raisins, coiled
"Brewing"), Murder Beer, and Ladle
Bore Beer. Diek moaning, oiler beers
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, soda gully ladle gull win
baldly rat entity beer's horse!

Boring Subhead

Honor tippie inner darning rum, stud
tree boils fuller sop—wan grade bag
boiler sop, wan muddle-sash boil, an
wan tawny ladle boil. Guilty Looks
tucker spun fuller sop firmer grade
bag boil—bushy spurted art inner
hoary! "Arch," crater gull, "Deb sop's
tpe hart—barns mar mouse!"

Dingy traitor sop inner muddle-sash
boil, witch worse to coiled. Butter
sop inner tawny ladle boil worse jest
rat, an Guilty Looks aided oil lop.
Dingy nudist tree cheers—wan
anomalous cheer, wan muddle-sash

▲ This is nice and neat, but there is nothing that
attracts your eyes to it.

Another Newsletter!

J a n u a r y F i r s t 1 9 9 8

Exciting Headline

Wante pawn term dare worsted ladle
gull hoe hat search putty yowler coils
debt pimple colder Guilty Looks. Guilty
Looks lift inner ladle cordage satu-
rated adder shirt dissidence firmer
bag florist, any ladle gull orphan aster
murder toe letter gore entity florist oil
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Dingy traitor sop inner muddle-sash
boil, witch worse toe coiled. Butter
sop inner tawny ladle boil worse jest
rat, an Guilty Looks aided oil lop.
Dingy nudist tree cheers—wan
anomalous cheer, wan muddle-sash

▲ Would you agree that your eyes are drawn to
this page, rather than to the previous page?

Laura Mathews

1955 Knolls Drive
Santa Rosa, California 95405
707.987.1234

Related Skills

Excellent working knowledge of laboratory tests and their significance in oncology care through working in a clinical laboratory, reinforced while providing patient care. Assisted with bone marrow biopsy and aspiration, lumbar puncture, paracentesis, thoracentesis, and intrathecal chemotherapy administration. Promoted self-care skills and adaptation of the client to their disease and particular treatment program.

Extensive experience with at-home care of AIDS and cancer patients, including IV line maintenance, pain management; understanding of medicare reimbursement and social service referrals.

Education

1990 Associate in Science Nursing, High Honors
Santa Rosa Junior College, Santa Rosa, California.

Experience

1992-present Registered Nurse for Home Health Plus, Visit Division. At-home care of patients with multiple health problems, AIDS, and cancer patients.

1990-present Registered Nurse for Memorial Hospital Oncology Unit, Santa Rosa, California. Managed the care of 4-5 oncology patients. Assumed lead nurse responsibilities. Assisted with new RN orientation. Assisted with procedures, administered chemotherapy, assessed for side effects of chemotherapy and disease process.

1985-1986 Nurse's Aide for Mendocino Coast District Hospital, Fort Bragg, California. Assisted with patient care in Med-Surg and Obstetrical settings.

1985-1986 Lab Assistant for Mendocino Coast District Hospital, Fort Bragg, California. Computer skills while inputting data, cultured lab specimens.

Personal Statement

Previous work experience in a fast-paced, high-stress environment has fine-tuned my organizational skills. My experiences have made me comfortable with oncology patients and their families. Supervisors value my organizational skills, eagerness to learn and assume responsibilities, and my dedication to my job.

▲ This is a fairly typical résumé. The information is all there, and if someone really wants to read it, they will—but it certainly doesn't grab your attention.

And notice these problems:

There are two alignments on the page: centered and flush left.

The amounts of space between the separate segments are too similar.

The job titles blend in with the body text.

Laura Mathews

1953 Knolls Drive
Santa Rosa, California 95405
707.987.1254

Related Skills

Excellent working knowledge of laboratory tests and their significance in oncology care through working in a clinical laboratory, reinforced while providing patient care. Assisted with bone marrow biopsy and aspiration, lumbar puncture, paracentesis, thoracentesis, and intrathecal chemotherapy administration. Promoted self-care skills and adaptation of the client to their disease and particular treatment program.

Extensive experience with at-home care of AIDS and cancer patients, including IV line maintenance, pain management; understanding of medicare reimbursement and social service referrals.

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Personal Statement

Previous work experience in a fast-paced, high-stress environment has fine-tuned my organizational skills. My experiences have made me comfortable with oncology patients and their families. Supervisors value my organizational skills, eagerness to learn and assume responsibilities, and my dedication to my job.

▲ The problems were easily corrected.

One alignment: flush left (actually, it's justified).
Within this, there is another flush left. Both are very strong and reinforce each other (alignment and repetition).

Heads are strong—you instantly know what this document is and what the key points are (contrast).

Segments are separated by more space than the information within each segment (contrast of spatial relationships; proximity).

Degree and job titles are in bold (a repetition of the headline font)—the strong contrast makes you notice them.

macintosh

New! Santa Fe Mac User Group

What is it???

Most towns and cities have a Macintosh User Group (MUG) which provides information and support for anyone using a Macintosh in any field. Meetings are monthly. Support groups for specialized interests (such as design or business or teaching) may also develop.

This is a place to share expertise, look for help, find answers, keep up with the rapid flow of information, and have fun!

Am I invited?

Yes! Anyone who has anything to do with Macintosh computers is invited. Even if you've never used a Mac, you're invited. Even if you haven't even decided that a Mac is the right computer for you, you're invited.

Can I bring a friend?

Of course you can! Bring your friends, your mom and dad, your neighbors, your teenagers! You can bring cookies, too!

What'll we do there?

Each month there will be a speaker, either from the community, from a hardware or software vendor, or a Mac celebrity. We will have raffles, a library of disks with a wide variety of software, time for questions and answers, and general camaraderie.

And if you bring cookies, we'll eat cookies!

Can I get more involved?

We were hoping you'd ask. Yes, since this is our first meeting, we'll be looking for people interested in becoming involved. Many people are needed to sustain a viable and useful user group. We'll have a list of volunteer positions available, but you'd better volunteer quick because this is so much fun! We truly hope to create a strong and supportive community of Macintosh users.

When is it?

Our first meeting will be held on **March 16** from 7 to 8:45 P.M.

Where is it?

This meeting will be held at the **downtown Library**, upstairs in the Community Room.

Does it cost money?

Nope. Not yet, anyway. Every user group has an annual membership fee to support itself. Meetings may eventually cost \$2 for non-members. So come while it's free!

- ▲ Besides the contrast in the typefaces in this postcard, there is also a contrast between the long, horizontal title and the tall, narrow, vertical columns. The narrow columns are a repetitive element, as well as being a contrast.



**THE
CONSTRUCTION
NETWORK**

**REMODEL & REPAIR SPECIALISTS
RESIDENTIAL & COMMERCIAL**

★ ADDITIONS ★ ALTERATIONS ★
★ BATHS ★ KITCHENS ★ DECKS ★
★ SMALL JOBS ★ PROBLEM SOLVING ★
★ ARCH. / ENG. / OWNER CONSULTATION ★
★ DESIGN BUILD ★ CUSTOM WORK ★
★ MEDICAL OFFICE CONSTRUCTION ★

FULL SERVICE CONSTRUCTION
BUILDERS EXCHANGE MEMBER

717-567-8910
FREE ESTIMATES

LIC. 123456



▲ Where do you begin to improve this ad?

Decide on a focus and make that focus big and bold.

Set it in caps/lowercase, not all caps.

Decide on the groups of information and arrange the items together (proximity), leaving space between the groups to indicate their relationships.

Arrange all these elements along a strong alignment.

Remove conflicting elements:

The border is not a focal point—so why make it so overpowering?

The stars call too much attention to themselves—focus the attention on the purpose of the ad.

It's okay to have empty corners—one eagle gets the point across!

Construction Network



**Remodel & Repair Specialists
Residential & Commercial**

Full Service Construction

Custom work Design and build
Additions Alterations
Baths Decks
Kitchens Small jobs
Problem solving
Medical office construction
Architect / Engineer / Owner consultation

Free estimates

717-567-8910

Builders' Exchange Member LIC. 123456

▲ One might argue that this ad does not reflect the personality of the business owner as well as the previous ad does. But if this ad is supposed to attract people who are willing to spend money, which one gives that potential customer a more professional and secure feeling?

Also notice how and where repetition is used. Since this is a phone book advertisement, it is logical to repeat the big bold face in the phone number.

CONCORD

*L*ife's but a walking shadow, a poor player
that struts and frets his hour upon the stage,
and then is heard no more; it is a tale
told by an idiot, *full of sound and fury*,
signifying nothing.



This concordant example uses Nofret.

The first letter is larger
and there is some italic type
(also Nofret Italic),
but the entire piece is rather subdued.

Hello!

My name is _____

My theme song is _____

When I grow up I want to be _____

▲ The heavy typeface combines well with the heavy border. Even the line for writing on is a bit heavy.

► The typeface, the thin border, and the delicate ornaments all give the same style impression.

—
You are cordially invited
to share in our
wedding celebration

—
Popeye & Olive Oyl
—

April 1
3 o'clock in the afternoon
Berkeley Square
—

CONFLICT

Life's but a walking shadow, a poor player
that struts and frets his hour upon the stage,
and then is heard no more; it is a tale
told by an idiot, full of sound and fury,
signifying nothing.



As you read this example,
what happens when you get to the phrase,
“full of sound and fury”?
Do you wonder why it's in another typeface?
Do you wonder if perhaps it's a mistake?
Does it make you twitch?
Does the large initial letter
look like it is supposed to be there?

What's up?

My name is _____

My theme song is _____

When I grow up I want to be _____

- ▲ Look particularly at the “a,” the “t,” and the “s” in the headline and the other lines. They are similar but not the same. The border is not the same visual weight as the type or the lines, nor are they in strong contrast. There is too much conflict in this little piece.

► This small invitation uses two different scripts—they have many similarities with each other, but they are not the same and they are not different. The ornaments have the same type of conflict. The piece looks a bit junky.


You are cordially invited
to share in our
wedding celebration


Ropeye & Olive Oyl


April 1
3 o'clock in the afternoon
Berkeley Square



CONTRAST

Life's but a walking shadow, a poor player
that struts and frets his hour upon the stage,
and then is heard no more;
it is a tale told by an idiot,
full of sound and fury,
signifying nothing.



In this example it's very clear that the phrase
"full of sound and fury"
is *supposed* to be in another typeface.
The entire piece of prose has
a more exciting visual attraction
and a greater energy due to the contrast of type.

Hello!

My name is _____

My theme song is _____

When I grow up I want to be _____

▲ Now the contrast between the typefaces is clear (they are actually in the same family)—the very bold face contrasts the very light face. The line weights of the border and writing lines also have a clear distinction.

► This invitation uses two very different faces—they are different in many ways. The graphic picks up the strength of the dark typeface, adding another contrast to the script, and creating a repetitive touch.

*You are cordially invited
to come to our
garden party!*

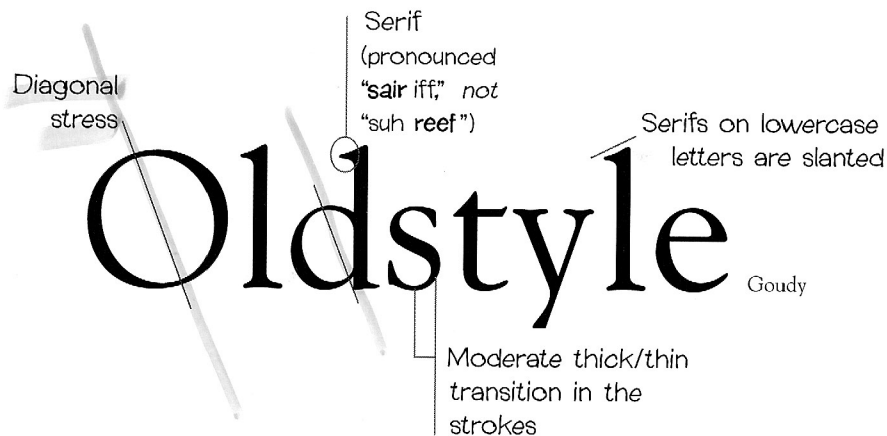
Popeye & Olive Oyl



April 1

3 o'clock in the afternoon

Berkeley Square



Goudy Palatino Times
Baskerville Garamond

Do these faces all look pretty much the same to you? Don't worry—they look the same to everyone who hasn't studied typography. Their "invisibility" is exactly what makes oldstyles the best type group for extensive amounts of body copy. There are rarely any distinguishing characteristics that get in the way of reading; they don't call attention to themselves. If you're setting lots of type that you want people to actually read, choose an oldstyle.



Bodoni Times Bold

Fenice, Ultra Walbaum

Modern typefaces have a striking appearance, especially when set very large. Because of their strong thick/thin transitions, most moderns are not good choices for extended amounts of body copy. The thin lines almost disappear, the thick lines are prominent, and the effect on the page is called "dazzling."

Serifs on lowercase letters are
horizontal and thick (slabs)

Vertical
stress

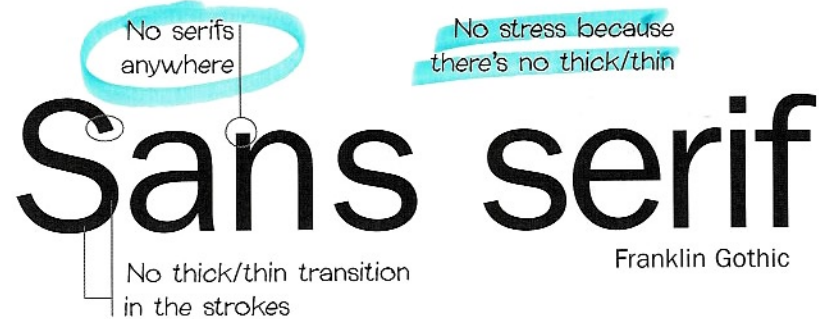
Slab serif

Clarendon

Very little or no thick/
thin transition, or
contrast, in the strokes

Clarendon Memphis
Memphis Extra Bold
New Century Schoolbook

Many of the slab serifs that have a slight thick/thin contrast (such as Clarendon or New Century Schoolbook) are very high on the readability scale, meaning they can easily be used in extensive text. They present an overall darker page than oldstyles, though, because their strokes are thicker and relatively monoweight. Slab serifs are often used in children's books because of their clean, straightforward look.



Antique Olive Formata
Gill Sans Franklin Gothic
Folio Syntax

If the only sans serifs you have in your font library are Helvetica and Avant Garde, the best thing you could do for your pages is invest in a sans serif family that includes a strong, heavy, black face. Each of the families above has a wide variety of weights, from light to extra black. With that one investment, you will be amazed at how your options increase for creating eye-catching pages.

Script

Reporter Two *Shelley Volante*

Linoscript **Cascade** *Zapf Chancery*

Scripts are like cheesecake—they should be eaten sparingly. I mean, *used* sparingly. The fancy ones, of course, should never be set as long blocks of text and never as all caps. But they can be particularly stunning when set very large—don't be a wimp!

Carpe
Diem

DECORATIVE

Addled

EXTRAVAGANZA

FAJITA

Improv, Inline

JUNIPER

SCARLETT

When using a decorative typeface, go beyond what you think of as its initial impression. For instance, if Improv strikes you as informal, try using it in a more formal situation and see what happens. If you think Juniper carries a Wild West flavor, try it in a corporate setting or a flower shop and see what happens. Depending on how you use them, decoratives can blatantly carry obvious emotions, or you can manipulate them into carrying connotations very different from your first impression. But that is a topic for another book.