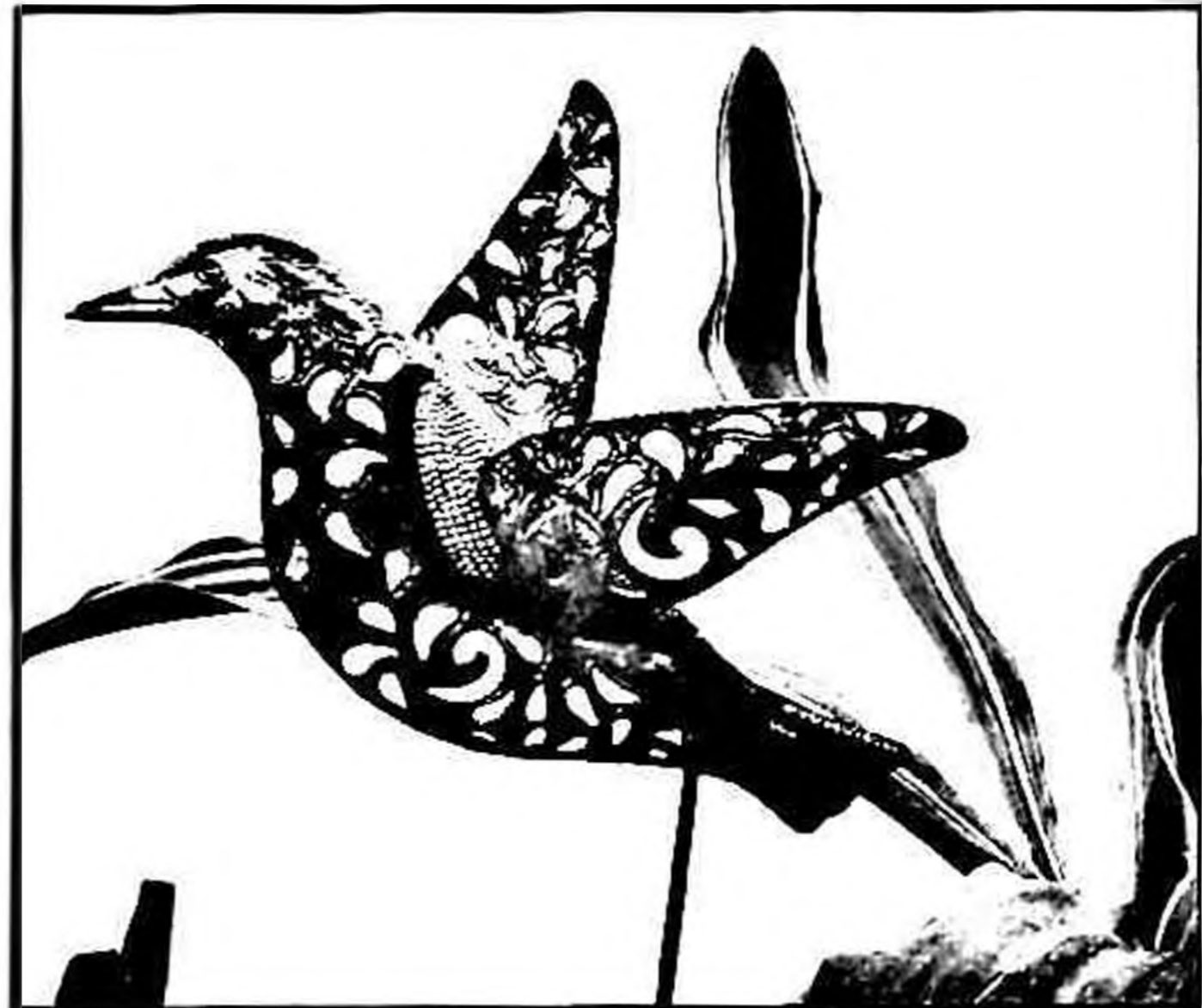


Contrast

DO contrast the size of type, fonts, lines, colors, and vertical and horizontal elements.

DON'T blend figures with the background and don't be a wimp.

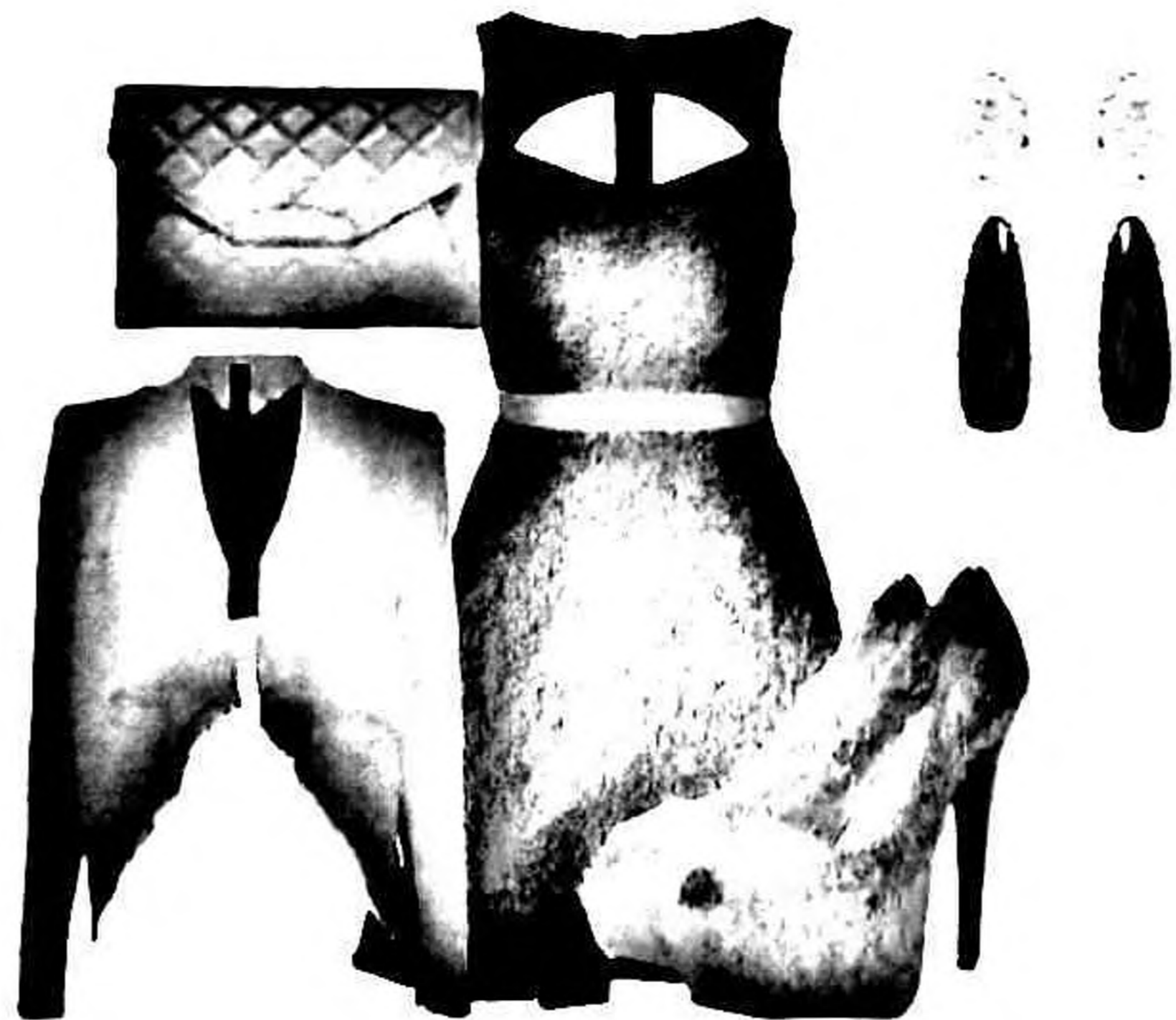


Contrast acts like modern art in a natural setting: It separates one image from another. If two images are not exactly the same, then you conflict instead of contrast. Contrast adds emphasis and interest to a page, and it can be used to explain the similarities or the differences between images or data. Contrast can demonstrate an idea, but it is important to remember that for contrast to be effective, it must be strong: “If two items are not exactly the same, then make them different—really different. . . . Don’t be a wimp” (Williams 63).

Repetition

DO find existing repetitions and strengthen them

DON'T repeat the element so much that it prevents focus or becomes annoying or overwhelming

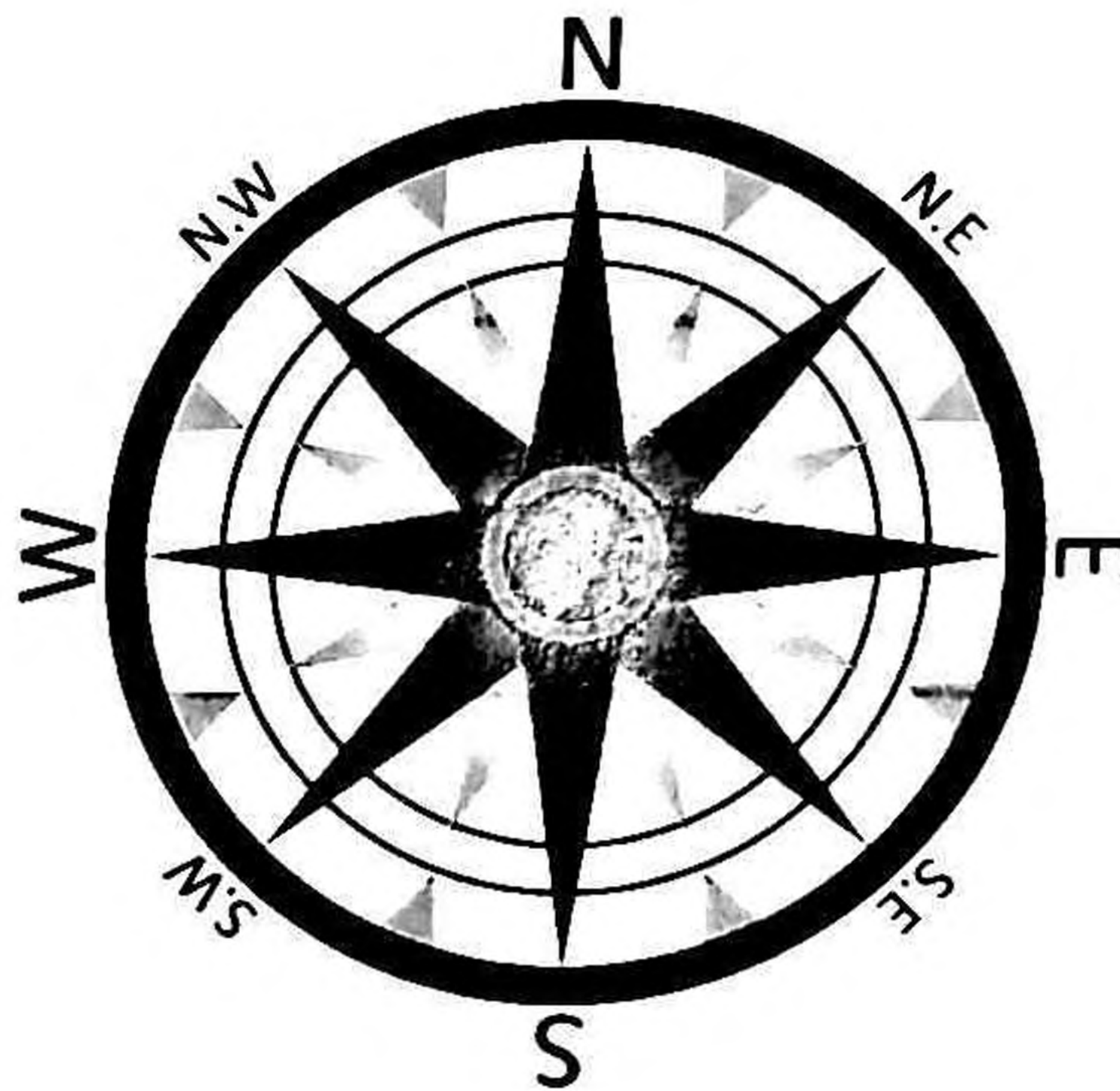


Repetition acts like the red accent pieces of an outfit. A repeating visual element strengthens the reader's sense of recognition and unifies the separate parts of a design. Repetition can be thought of as a consistent underlying pattern that the eye recognizes and that strengthens the sense of recognition. Create repetition by using consistent organization, fonts, color, graphics, lines, spatial relationships, organization, subject matter, or even use of terms. Effective repetition attains the level of a convention when readers come to expect it.

Alignment

DO recognize that different alignments have different strengths and weaknesses.

DON'T mix alignments and stay away from center alignments unless consciously chosen.



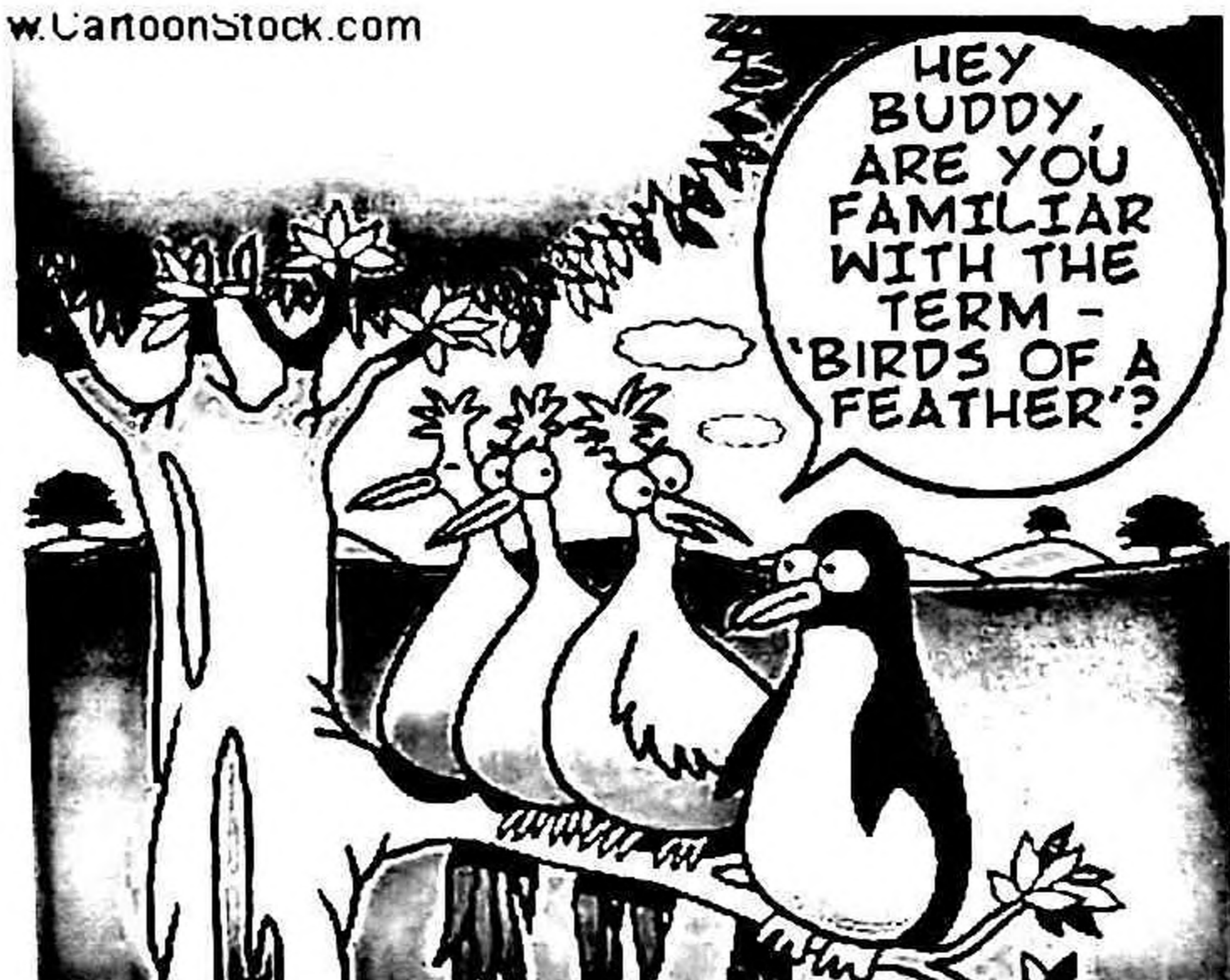
Alignment acts like a compass, providing a clear, strong direction for placing text and graphics on a page. Alignment creates an invisible line that establishes a visual connection between elements, which helps to unify and organize each part into a stronger whole. Alignment creates different levels of readability and hierarchy. Centered alignments are often used by beginners because it feels safe; however, if they force themselves to use either a strong right or left alignment, then their designs will look more professional.

Proximity

DO let proximity guide the reader progressively through the piece.

DON'T stick things in corners or just in the middle, or put unrelated things together.

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Proximity acts like the mother bird, who insists that related items must be grouped together. Grouping related elements automatically creates organization, which provides a visual clue to the reader that these elements should be viewed as one cohesive group. “Physical closeness implies a relationship (Williams 15) that helps information to become more accessible and easier to remember. The opposite is also true: creating relationships between unrelated elements results in confusion—it’s like a penguin perched in a tree.