Week #10: Document Design

Objectives
- Discuss creation of visually effective documents.
- Design documents while considering page layout, typography, style guides, etc.
- Practice using word-processing and graphic design programs.

Visually Effective Documents
- Consider the purpose of the document
- Understand your audience:
  - Age
  - Nature of message
  - Understanding of the subject
  - Physical locality of readers’ document contact
  - Document type

Typography
- Fonts and Font Families
  - Serif Types:
    - Times New Roman
    - Garamond
    - Baskerville Old Face
  - Sans Serif Types:
    - Helvetica
    - Arial
    - Bell Gothic

Points to Consider with Font Type
- Typeface sends your audience a specific message
  - Serif fonts are formal
  - Sans Serif fonts are precise
- *Comic Sans MS, Jokewood, and Gigi* may appear unique and “fun,” but they have no place in scientific, technical, or business documents
Page Layout
- How do readers view each individual page within your document?
- Do they look for primary headings?
- Is their attention attracted to graphical elements?
- What is their very first impression?

Visual hierarchy:
- Primary headings direct attention to important content
- Determine main content from secondary-level information

Gutenberg diagram
- Readers in Western cultures view pages as a whole unit upon first glance
- Left to right and top to bottom

Gutenberg Diagram
- Starting point
- Path of eye travel
- Ending point

Gutenberg: Points to Consider
- Considering Gutenberg’s diagram:
  - Where should the most important information be located on each page?
  - Where would the least important information be located?
  - How can you design a document that uses Gutenberg's diagram to your advantage?
  - What design elements should you avoid when creating your document?

Methods to Enhance Design
- Grid structures facilitate readability
- Create emphasis areas
- Use your white space wisely
- Note the margins and adjust if needed
- Use lists (bullets vs. numbers?)
- ALWAYS use headings and subheadings

Creating Style Guides
- Consistency promotes familiarity
- Familiarity produces loyalty
- Do these symbols produce loyal use?

- The same principle above is true in document design if you want repeated use of your product
Creating Style Guides

- Ensure consistency in page layout design for Research Brief and Fact Sheet projects
  - Headers
  - Column format
  - Footers
  - Use of fonts, color, graphics, etc.
- Is there a consistent design in AGCJ 404?

Application

- Visit the AGCJ 404 and AGCJ Tutorial Web sites for more information
- Apply document design principles in all products produced at TAMU
- ALWAYS save your document designs (from AGCJ 404) for later use in a professional setting

Evaluation

- Research Brief and Fact Sheet Projects
- Final examination