

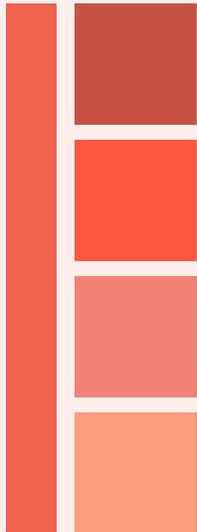


GRAPHIC DESIGN 101

A BASIC GUIDE FOR EDITORS

COLOR catches the eye

HUE
A BASE COLOR



SHADE
VARIATION IN COLOR BY
ADDING BLACK

SATURATION
VIBRANCY OF COLOR

TINT
VARIATION IN COLOR BY
ADDING WHITE

BRIGHTNESS
LIGHT & INTENSITY



SELECT YOUR COLORS
CAREFULLY! CREATE
A **COLOR PALETTE** FOR
YOUR PUBLICATIONS

SHADE & TINT
MAKE UP
LIGHTNESS



MONOCHROMATIC
VARIATION IN LIGHTNESS



COMPLEMENTARY COLORS

ARE ACROSS FROM
EACH OTHER ON
THE COLOR WHEEL



these tend to serve as good
contrast & accent colors



ANALOG COLORS

ARE 3 COLORS NEXT
TO EACH OTHER ON
THE COLOR WHEEL



these work well together
& create a unified look

FONT captivates attention

THIS IS A
Serif

FONT

A **SERIF** IS A SMALL ACCENT AT THE END OF EACH STROKE

THIS IS A
**Sans
Serif**

FONT

SANS IS FRENCH FOR "WITHOUT," SO SANS SERIF LITERALLY MEANS "WITHOUT SERIF"

THIS IS A
script

FONT

SCRIPT FONTS ARE MORE ARTISTIC AND SIMILAR TO **HANDWRITING**. USE SCRIPT FONTS SPARINGLY.

TEXT HIERARCHY

CREATE VARIETY

A simple way to format text is **heading**, **subheading**, and **body text** from top to bottom. Each should have a different font in order to contrast.

The **heading** is brief & eye-catching. It's a phrase relevant to the article,

The **subheading** is supplementary to the heading & provides more explanation.

The **body text** is the majority of the page and should be easy to read -- no fancy fonts!

heading

SUBHEADING

body text

BOLD

EMPHASIZED & ENLARGED

Italic

RIGHT SLANT

STROKE

LETTER OUTLINE

TIP

use only 3-4 fonts in your publication to promote unity and cohesiveness

TEXT fills the page

TIP

Opt for justified text + avoid hyphenating bodies of text.



AS A GENERAL RULE OF THUMB, **BREAK TEXT INTO CHUNKS** RATHER THAN ONE LARGE BLOCK



LINE ALIGNMENT
HOW EACH LINE IS DISTRIBUTED IN THE TEXT BOX

LEFT

EACH LINE BEGINS AT THE LEFT

CENTERED

LINE IS IN THE MIDDLE, NEW LINE BEGINS AS SPACE RUNS OUT

RIGHT

EACH LINE BEGINS AT THE RIGHT

JUSTIFIED

L I N E REACHES ACROSS THE TEXT BOX COMPLETELY

FONT SIZE
TEXT SIZING



LEADING
LINE SPACING

KERNING
LETTER OVERLAP, SYMMETRY OF LETTER SPACING



TRACKING
LETTER SPACING, NO CONDITIONS



examples of each

	-100	+100
KERN	KEY CLUB	KEY CLUB
TRACK	KEYCLUB	KEY CLUB