Designing Documents
Designing the Document

Which would you rather read?
- Use document design to
  - Guide your readers
  - Make your document more attractive

Paper and Margins

Use the best quality paper and client/job application materials. Avoid shiny paper that will be hard to read unless you are publishing a photograph-heavy document like National Geographic. For your margins, use flush left, ragged right. Use larger margins for more complex material, the minimum 1" margins. Immerse that you have to read this document yourself. Imagine you have to look something up in it. Imagine you get interrupted by a co-worker, phone call, text messages, etc. and you want to have your place again quickly. Are you happy that the author used subheadings so you could locate the information you want with minimal scanning? Remember, professional setting is meant to be used more than read. Shiny, cheap text writers cut up by the fireplace with a nice aries manual. "Typeface is another important element to consider. Be sure to use a legible font. Legible fonts include Times, Times New Roman, Cambria, Calibri, Arial, Helvetica, Verdana. Challenging to read fonts include Old English, Brick, Bodoni. These fonts may be pretty, but really are the best reserved for short phrases or logos. And be careful if you use them for long texts. Times New Roman English look very similar. Imagine your client trying to look up Cook when your last name is Took. There are some other elements to consider: Kerning, which is the amount of space between letters. Line balancing, which is the amount of space between lines. Justification, which is how the text is lined up at the margins. Front size is also very important. If the font is too small, the reader will be frustrated and get a headache. Remember, people, over forty often need to wear reading glasses and are often too weak to do so. At 100 points or smaller, you may lose some readers. On the other hand using a font size over 14 points for body text can make the document look like it was written for undergraduates. Just be really careful in your resume with your margins. If you use half-inch margins, there's a good possibility that your name could get cut off at the top when it goes through a printer or a fax. You think in 2013 that Sears would be old technology, but there are still tons of them around. And I don't think that we're going to do this, but our fax machine is not. And so many of the others. It's a good idea to use a cover page for any kind of work. That's not the same as a cover letter for your resume. You don't want that to get cut off or anything. Also, avoid the Word resume template that has the little, tiny, unformatted, I know address section. Only the young can read 10-point text. Okay, at some point, this document is going to have two junk in it. The typeface can affect the attitude of the piece. Some typefaces, such as Times New Roman, may give a document a more formal feel. Some typefaces, such as Comic Sans, give a document a more casual feel. Be sure to match the "feel" of the typeface to the content. It would be silly to use your voter pamphlet set in Comic Sans. I hope. Well, maybe not. I came across a bunch of Lauren Ipsum text here, but really, I'm just trying to look to show that even if we are going to see things that are not your typeface or just not effective at all, feel, we should all be grateful for punctuation. Paragraphing. We will not talk about English spelling however. Hand lettered Vs. Cs can look quite a lot like each other. Imagine the problems that could cause. There is a lot more to say about document design. Feel free to ask or talk about it. We have more than two type faces in a document. One should be a serif font and one should be a sans serif font. Don't see two different serif fonts for example. The contrast is not good; just designing, it will look like something is kind of off, but most people don't look carefully at typeface. It's just something that doesn't quite match up. Making the document look high quality and definitely unprofessional. We will have some more copy to do to fill up the page with the hindrance half-inch margins so no paragraphing. At least it's 12 point font. It doesn't do much to create your text. However, there are some new fonts that are very attractive. If you want to read this document yourself, imagine you have to look something up in it. Imagine you get interrupted by a co-worker, phone call, text messages, etc. and you have to find your place again quickly. Are you happy that the author used subheadings so you could locate the information you want with minimal scanning? Remember, professional setting is meant to be used more than read. Only crazy tech writers cut us up by the fireplace with a nice aries manual.

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- Use flush left, ragged right
- Use larger margins for more complex material
- Use minimum 1" margins

Font size is also very important. If the font is too small, the reader will be frustrated and get a headache. Remember, people over forty often need to wear reading glasses and are often too weak to do so. If you are using 10-point font or smaller,
Start with the basics:

- Paper
- Margins
- Line length
- Justification
- Kerning
- Font size
Pay attention to line leading:

Line leading is the amount of space between lines of text.

The more complicated the content, the larger the leading should be.

Watch out for the 1.5 spacing default in Word!
Know your typeface choices.

Serif
(Times New Roman)

vs.

Sans Serif
(Arial)
Pay attention to legibility.

How does this look? How would you like to read an entire letter set in this font?

How about this one? It's the same font size as the one above. And it's orange!

Be kind: use legible typeface. Sans serif works best for presentations and other electronic messages.

Serif is recommended for body text in paper docs.
Use white space appropriately.

• Add extra space for a paragraph break at least every half page.
• Two inches is a good maximum.
• Don’t just indent.
Design the Document

Document design helps guide your readers through a document. Your documents will be competing with many others, and you want yours to be pleasant to read and attractive to the eye. Avoid seas of gray text. The reader will drown.

Use the best-quality paper for client and job application materials. Avoid shiny paper that will be hard to read unless you are publishing a photograph-heavy document like National Geographic. For your margins, use flush left, ragged right. One larger margin for more complex material, the minimum 1” margin. Imagine that you have to read this document yourself. Imagine you have to look something up in it. Imagine you get interrupted by a coworker, phone call, text message, etc., and you have to find your place again quickly. Are you happy that the author used subheadings so you could locate the information you want with minimal scanning? Remember, professional writing is meant to be used more than read. Only crazy tech writers cut up the faceplate with a nice users manual.

Typography is another important element to consider. Be sure to use a legible font. Legible fonts include Times, Times New Roman, Cambria, Garamond, Arial, Helvetica, Verdana. Challenging to read fonts include Old English, Brush, dessertina. These fonts may be pretty, but really are best reserved for short phrases or logos. And be careful if you use these for logos; the T and the C in Old English look very similar. Imagine your client trying to look up Cook, when your last name is Tsok.

There are some other elements to consider. Kerning, which is the amount of space between letters. Line leading, which is the amount of space between lines. Justification, which is how the text fills up the margins. Font size is also very important. If the font is too small, the reader will be frustrated and get a headache. Remember, people over forty often need to wear reading glasses and are often too busy to do so. If you are using 10-point font or smaller, you may lose some sales. On the other hand, using a line size over 14 points for body text can make the document look like it was written for kindergartners, but be really careful on your resume with your margins. If you use half-inch margins, there’s a good possibility that your name could get cut off at the top when it goes through a printer or fax. You’ll think in 2013 that faxers would be old technology.

but there are still tons of them around. And I don’t know about you, but my fax machine is junk. And so are many of the others. It’s a good idea to use a cover page for any fax you send. That’s the same as a cover letter for your resume. You don’t want that to get lost on a shelf. Also, avoid the Word resume template that has the little, tiny, (redundant, I know) address section. Only the young can read 8-point font. Okay, at some point, this document is going to have to look to it. The typeface can affect the attitude of the piece. Some typefaces, such as Times New Roman, may give a document a more formal feel. Some typefaces, such as Comic Sans, give a document a more casual feel. Be sure to match the “feel” of the typeface to the context. It would be silly to use your voter pamphlet set to Comic Sans. I hope. Well，“

Use lists.

• Create white space
• Make information easier to locate
• Emphasize important information
Give your reader guides.

- Add page numbers.
- Add headers and/or footers indicating page contents.
Headings help with scanning.

- Font size indicates level of generality.
- Match headings visually and grammatically.

Use more space above headings than below.

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- Kerning, which is the amount of space between letters
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Typeface 1
Add interest with highlights:

- Boxes
- Screens
- Bold
- CAPS
- Color

Designing the Document

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Paper and Margins

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- Use flush left, ragged right
- Use larger margins for more complex material
- Use minimum 1” margins

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Print out your document early and avoid:

- Split tables
- Strange italics
- Widows and orphans
- Floaters
Visuals enhance communication.

- Charts
- Drawings
- Photos
- Tables

Smithsonian, 1993
Our study shows that Julia Roberts won 172 votes, Catherine Zeta-Jones gathered 137 votes, and Miss Chi Chi Rodriguez made a showing with 21 votes. Drew Barrymore and Helen Hunt came in with a close vote count of 134 and 133 respectively. The clear winner, however, was the glamorous and talented Lassie with a huge total of 303 votes.

**Quick:**
**How many people voted for Helen Hunt?**
## Table 3.5 Academy Votes for Best Actress 2021

<table>
<thead>
<tr>
<th>Name</th>
<th>Men’s Votes</th>
<th>Women’s Votes</th>
<th>Canine Votes</th>
<th>Total Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drew Barrymore</td>
<td>65</td>
<td>62</td>
<td>7</td>
<td>134</td>
</tr>
<tr>
<td>Chi Chi Rodriguez</td>
<td>5</td>
<td>6</td>
<td>10</td>
<td>21</td>
</tr>
<tr>
<td>Helen Hunt</td>
<td>56</td>
<td>72</td>
<td>5</td>
<td>133</td>
</tr>
<tr>
<td>Lassie</td>
<td>8</td>
<td>30</td>
<td>265</td>
<td>303</td>
</tr>
<tr>
<td>Julia Roberts</td>
<td>60</td>
<td>105</td>
<td>7</td>
<td>172</td>
</tr>
<tr>
<td>Catherine Zeta</td>
<td>106</td>
<td>25</td>
<td>6</td>
<td>137</td>
</tr>
</tbody>
</table>

Source: Forte Enterprise Vote Counter 2021

**Quick:**

How many voted for Julia Roberts?
Visually can display abstract information in concrete form.

Quick: Who won?
Visuals employ a universal language.
Prefer illustrations over decorations.

samizdata.net, 2013

Itmakessenseblog.com, 2013
Keep visuals simple and focused.

Warning: Use photos appropriately!

Watch out for chart junk!
Use visuals responsibly.

- Cite sources.
- Get permission for commercial applications.
- Provide effective captions.

Figure 1: Buried in their work, city workers repair the electrical system.
Consider the reader’s point of view.

Which would you rather read?

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<tbody>
<tr>
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<td>25</td>
<td>42</td>
<td>7</td>
<td>34</td>
</tr>
<tr>
<td>Citi-Chi Rodriguez</td>
<td>5</td>
<td>6</td>
<td>10</td>
<td>21</td>
</tr>
<tr>
<td>Bobbi Jean</td>
<td>56</td>
<td>72</td>
<td>5</td>
<td>133</td>
</tr>
<tr>
<td>Sally</td>
<td>8</td>
<td>30</td>
<td>24</td>
<td>62</td>
</tr>
<tr>
<td>Julie Roberts</td>
<td>60</td>
<td>105</td>
<td>5</td>
<td>177</td>
</tr>
<tr>
<td>Catherine Zeta Jones</td>
<td>186</td>
<td>25</td>
<td>6</td>
<td>217</td>
</tr>
</tbody>
</table>


**Table 2.1** Rankings from the 2021 Design Awards

**Typography**

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**Minimal Scanning**

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