

Document Design

Dieter Rams, a famous German designer whose work has influenced Apple's design aesthetic, is noted for his formula: "Good design is as little design as possible" (Rams).

As a document designer, you want to

- Attract and interest readers
- Put information into chunks
- Guide readers to information they want or need
- Increase the amount of information the reader remembers

Chunking Similar Information Together

Start by thinking about what information goes together. Should the information be arranged in chronological order? From most important to least important?

<p>Alamo Project Due February 1</p> <p>In social studies, we are learning about the Texas Revolution and the path Texas took in gaining independence from Mexico. One of the major events in Texas history is the Battle of the Alamo. To reinforce our study, all students will be required to create a model/replica of the Alamo, an iconic symbol of Texas. The projects will be displayed in our school library for all to admire and enjoy. Your child must include a short written assignment that relates to the Alamo (such as interesting facts, a description of a historical figure from the Alamo, the 13 day siege, a timeline of the Texas Revolution, and so on). Your child may type or write this in any creative form in his or her own words (please do not copy/paste information). The written portion is not a research paper, but it needs to reflect relevant information about the Alamo like a letter from the point of view of a historical figure, a newspaper article, an informative paragraph, diary entry, or poem. Because we have many Alamo models to display in the library, please: construct the model no larger than approximately 1 ft. x 1 ft. (If you use a base, it should not be larger than this, either); include the mission, which is the part that still stands today; use any materials (excluding food items), so the model looks like an authentic or a creative variation. Complete this project at home. We encourage you to help with planning, gathering materials, and supervising as your child completes the project. We hope that this is an enjoyable learning experience for all. If you have any questions, please contact me (teacher@smail.com).</p> 	<p>Alamo Project for Social Studies</p>  <p>In social studies, we are learning about the Texas Revolution and the path Texas took in gaining independence from Mexico. One of the major events in Texas history is the Battle of the Alamo. To reinforce our study, all students will be required to create a model/replica of the Alamo, an iconic symbol of Texas. The projects will be displayed in our school library for all to admire and enjoy.</p> <p>Your child must include a short written assignment that relates to the Alamo (such as interesting facts, a description of a historical figure from the Alamo, the 13 day siege, a timeline of the Texas Revolution, and so on). Your child may type or write this in any creative form in his or her own words (please do not copy/paste information). The written portion is not a research paper, but it needs to reflect relevant information about the Alamo, like</p> <ul style="list-style-type: none">• a letter from the point of view of a historical figure• a newspaper article• an informative paragraph, diary entry, or poem <p>Because we have many Alamo models to display in the library, please:</p> <ul style="list-style-type: none">• Construct the model no larger than approximately 1 ft. x 1 ft. (if you use a base, it should not be larger than this, either)• Include the mission, which is the part that still stands today• Use any materials (excluding food items), so the model looks like an authentic or a creative variation <p>Complete this project at home. We encourage you to help with planning, gathering materials, and supervising as your child completes the project. We hope that this is an enjoyable learning experience for all. If you have any questions, please contact me (teacher@smail.com).</p> <p>Due February 1</p>
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Putting information in chunks like the revised Alamo handout helps your reader to find the information he or she wants or needs without having to read the whole document. Adding visual clues like the bulleted lists also makes our document easier to read.

Setting the Margins

Use a 1" margin on the tops, bottom and sides of the document. Make your right margin uneven, or ragged. When you make the right margin even, or justified, you can create odd pockets of blank text. Our eyes tend to follow those blanks down the page. This effect is called a “river.” A “river” shouldn’t run through your document.

Baumbach is certainly hoping his film *Frances* Ha secures quick distribution although the first screening Saturday afternoon at the Galaxy suffered a sound snafu. Baumbach told me he frantically kept yelling “Stop the film” when the mistake was discovered. (As the half hour delay dragged on, he shouted from the back rows, “And how is the world premiere of *your* movie going today?” He can laugh about it now that

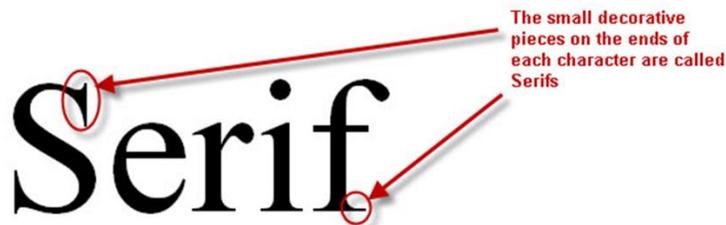
Keeping Text Left-Flush

We read from left to right, so start all of your text left flush. Don’t indent. Instead, skip one double space between paragraphs. That’s called modified block style. This handout is written in modified block style.

Choosing Typefaces

Use a 12-point font. Anything smaller will be difficult to see.

People who read English fluently don’t really sound words out. Instead, they read based on the shape of the word. Some typefaces have serifs, those little “feet” or decorative pieces on the ends of each character.



Serifs give words more shape, which makes them easier to read. There’s no typeface called “serif,” but many typefaces have serifs on them, like

- Times New Roman
- Bookman Old Style
- Garamond

Limit yourself to no more than two typefaces per document. Choose one typeface for the majority of your text and one typeface for your headings.

party

Look at the word party. We know that those five letters in that order mean what you'd like to be doing right now instead of reading about document design. ☺ That word has a lot of shape. There are letters that ascend (the “t”) and letters that descend (the “p” and the “y”).

PARTY

Now look at the same word in all capital letters. Not as much shape. Use a combination of upper and lower case letters. Not only is this easier to read because the words have more shape, but some readers interpret all capitals as shouting, especially in online documents.

party

Now look at the same word underlined. We've cut off all those wonderful ascenders and descenders. Underlining actually makes words harder to read.

Your most important consideration when you choose a typeface is whether you can easily read it or not. Sometimes you have to type quite a few words in order to see if the typeface is really easy to read.

Bleeding Cowboy typeface is really popular right now.

Comic Sans is rather controversial because it's so casual and overused. Some people really object to it.

Curlyz is cute—for a toddler's birthday party.

Edwardian Script is hard to read, as are most cursive typefaces.

Remember—you want the reader to pay attention to your message, not to the “cool” typeface.

Using a Sans Serif Typeface for Headings and Subheadings

Use a sans serif typeface for headings and subheadings. “Sans” is French for “without.” Sans serif typefaces don’t have those little feet on them.

There’s no typeface called “sans serif,” but there are some typefaces with the word “sans” in them, like the controversial Comic Sans. Here are some examples of sans serif typefaces:

- Verdana
- Arial
- Myriad Pro

Headings create visual breaks, which make your document look more manageable. Because there’s usually less information in a heading than there is in the majority of the text, we’re not as concerned about the shape of the words. That’s why we use a sans serif typeface for headings.

The headings in this handout are in a sans serif typeface. Notice how we’ve capitalized the first letter of each word except for articles (“a,” “an,” and “the”), small prepositions (like “to,” “of,” and “from”), and conjunctions (“for,” “and,” “nor,” “but,” “or,” “yet,” and “so”).



Denton’s Best Value in Specialty Pizza

UNT students are always on a budget and looking for some great pizza. We will compare three similar specialty pizza joints around town. These independent restaurants all have excellent reputations as top-quality pizza providers for hungry, broke college students in a hurry. We decided to find out which one gives the best bang for your buck.

Overview of the Options
We tested three specialty pizza restaurants:

- Crooked Crust
- J&J’s Pizza
- Luigi’s Pizza

Statement of the Criteria
We chose the best value in pizza by comparing:

- Time from order to receipt
- Price per slice
- Area of slice

These criteria represent the needs of UNT’s busy, thrifty students in getting a good deal on pizza.

Method of Gathering Information
We visited each of the three pizza joints and placed a single order for a slice of pizza. After ordering, we started a timer and recorded how long it took until receiving the pizza. Then we determined the price per slice by dividing the total price by the number of slices in one standard order. We measured the length of one slice of pizza and determined the area of the whole pizza. We divided that number by the total number of slices in a whole pizza to find the area of one slice.

Comparison of Options

Specialty Pizza Restaurant	Time from Order to Receipt	Price per Slice	Area of Slice
Crooked Crust	5.5 minutes	\$3.00	19.24 inches ²
J&J’s Pizza	18 minutes	\$3.21	19.25 inches ²
Luigi’s Pizza	13 minutes	\$3.48	20.64 inches ²

Conclusion and Recommendation
We recommend Crooked Crust for busy students on a budget. It has the quickest receipt time and the cheapest pizza. Costing only \$0.16 per square inch of pizza, Crooked Crust also takes first place for cost-effectiveness compared to \$0.17 at J&J’s Pizza and Luigi’s Pizza. However, if you like larger slices, go to Luigi’s Pizza.

Ariel Bailey
John Bastoz
Abbie Herberger
Ruth Okpara

Document with Sans Serif Headings

Using Elements to Help the Reader's Eyes Move Naturally

There are many things our eyes and brains do naturally. We want to mimic those things in our design to enhance the effectiveness of our document. For example, we read English from top to bottom, from left to right. It's our natural inclination to scan from the top left corner of a document down to the bottom right corner.



"Z" pattern

Designers call that scanning a "Z" pattern. "Z" patterns are really effective for

- Flyers
- Posters
- Covers of documents

Our brains also like things in groups of threes. Remember that the Greeks thought the number three was a perfect number and that the triangle was a perfect shape. If you drew a line between the pictures in this brochure, the lines would form a triangle.

CUB SCOUTING
FUN
AT EVERY TURN

Since 1916, Cub Scouts have had the time of their lives making new friends and learning new things in an environment designed to help them succeed. From building his own Pinewood Derby® car to learning how to roast the perfect marshmallow with his best friends at a family campout, your child will LOVE being a Cub Scout. So if he's in the 1st through 5th grades, or 7 to 10 years old, then it's time for him to have some fun—with the Cub Scouts.

Scouts today learn lessons about life and the value of being a person of character and integrity. When you stop and think about it, Scouting is unlike any other youth program. Scouting fosters the development of the whole person and offers youth the opportunity to participate in activities that will help launch them on a successful course for life. We're committed to delivering your child a high-quality, safe, and fun-filled program that challenges him both intellectually and physically.

What Do Cub Scouts Do?
We have lots of fun activities for you and your Scout, from our annual fall and spring camping trips, to the Pinewood Derby®, to our Scouting for Food drive for the local food bank, and more, including:

- Bicycle Rodeo
- Blue & Gold Awards Banquet
- Camping Trips
- CUBe (Our Cub "E"xpérience outdoor activity day)
- July 4th Parade
- Pinewood Derby®
- Popcorn Sales
- Raingutter Regatta
- Scouting for Food
- Tiger Fun Day
- Twilight Camp
- Webelos Residency Camp

As your Scout participates in these events, he'll earn awards and advance through Scouting. Each award becomes progressively more challenging, matching the increased skills and abilities of a boy as he grows older.



Prepared. For Life.™

When & Where Do You Meet?
Pack 406 is divided into multiple smaller Dens. Each Den includes six to twelve boys organized by rank:

- Tiger (1st grade)
- Wolf (2nd grade)
- Bear (3rd grade)
- Webelos (4th & 5th grade)

You'll meet with your individual Den two or three times a month and with all of Pack 406 once a month.

We hold our meetings at Stonebridge United Methodist Church, which is located next to Bennett Elementary School, across from the Stonebridge Aquatic Center.
Stonebridge United Methodist
1800 South Stonebridge Drive
McKinney, Texas 75070

What About Dues?
There's a \$25 registration fee for Boy Scouts of America, which includes a one-year subscription to *Boy's Life*, the official Scouting magazine.

There's also a \$100 fee for Pack 406, which covers most Pack expenses.

In design, this is called a “visual triangle.” The visual triangle makes our view circulate through the whole document. This increases the likelihood that our reader will read the whole thing. You can have more than one visual triangle at a time. You can have one between graphic elements, between headings, and between the text itself.

Using the CRAP Model for Design

Good design consists of

- Contrast
- Repetition
- Alignment
- Proximity

It's a funny name for principles that work in design. Let's look at each one individually.

Using Contrast as a Design Element

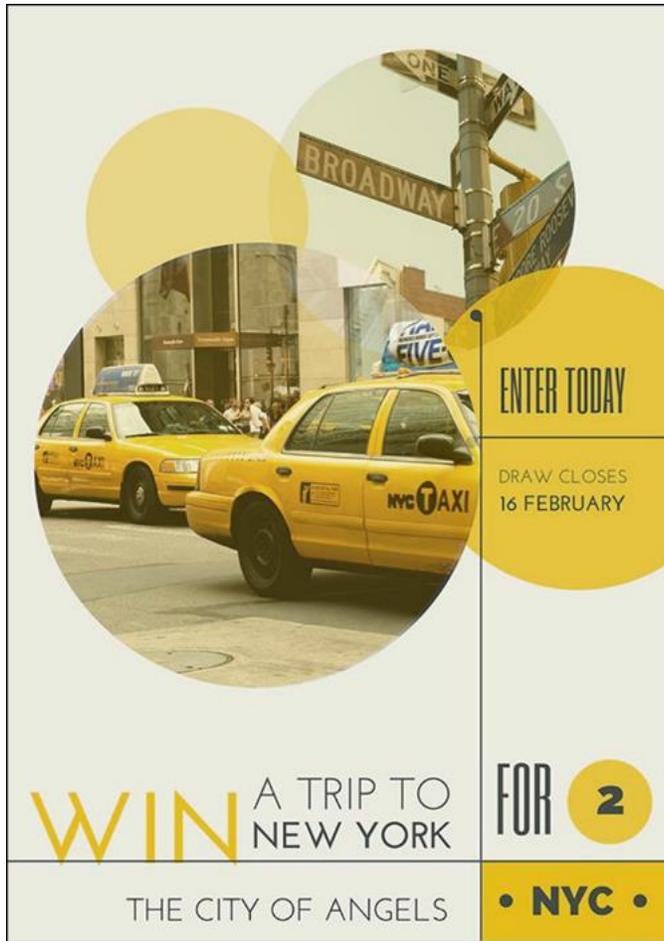
Look at the contrast in the ad below. It's pretty simple, but really effective. The heading creates visual breaks. You could create a similarly effective document in Microsoft Word. See—you don't have to have expensive software or mad design skills to make an effective looking document!



Black text on a white background gives the best contrast. Keep in mind that colors on the yellow-orange spectrum tend to give poor contrast for text elements.

Using Repetition as a Design Element

In addition to things in groups of three (or in odd numbers), our brains really like repetition. Here's some really simple repetition with the circles.



Using Alignment as a Design Element

Keeping things aligned makes them “read” as one thing. Our brains can handle one item more easily than trying to make sense of lots of jumbled up elements.

C.T. EDDINS ELEMENTARY 5TH GRADE CAMP SEPTEMBER 10, 11, 12

CAMP ALLASO

Camp Allaso Ranch Outdoor University
Hawkins, Texas



Dates to Remember:

**Camp-
September 10, 11, 12th**

March 4th: parent information night @ 5:30pm (library)

March 25th: fundraiser ends, money turned in; forms due

June 1st: T-Shirt sizes turned in to teacher

August 21st: names submitted for possible chaperones *complete background check

August 25th: chaperones will be selected and notified

August 29th: money due, additional student forms, medicine given to the nurse

**cost: \$500.00 students
\$20.00 chaperones**

We are so excited about getting to attend the Outdoor University program at Camp Allaso Ranch for the 2014 school year! This packet of information will include information about the 5th grade camp and hopefully help you prepare for the camp in September. It is important that we receive the completed Release Forms for each child and adult going. The cabin lists will be provided just prior to camp at the beginning of school. Looking forward to an awesome experience!

THE OUTDOOR UNIVERSITY TEAM
Our goal is to give you an exceptional educational adventure that is full of fun. We also want to help you slow down and appreciate the beauty and complexity of nature as it surrounds you. We will serve our group with excellence and will give attention to the details that will make your visit memorable. Please contact us if you have any questions or need further information. We look forward to serving you.

The Outdoor University Team

PAGE 1

Original



Camp Allaso Ranch Outdoor University

Our Trip is Set for September 10-12, 2014

We are so excited about getting to attend the Outdoor University program at Camp Allaso Ranch for the 2014 school year! This packet includes information about our 5th grade camp. Please complete and return the release form for your child.

We'll provide a list of cabin assignments at the beginning of the school year. If you want to be a chaperone, remember to fill out a background check. We're looking forward to an awesome experience for you and your child.

Here are the important due dates for the trip:

- **March 4**—Attend parent information night at 5:30 p.m. in the library
- **March 25**—Fundraiser ends. Turn in money and forms
- **June 1**—Give T-shirt size to teacher
- **August 21**—Submit your name to become a chaperone
- **August 25**—Chaperones notified of selection
- **August 29**—Money due (\$200 for students; \$120 for chaperones)

Our Goal at Camp Allaso Ranch

Our goal is to give you an exceptional educational adventure that is full of fun. We also want to help you slow down and appreciate the beauty and complexity of nature as it surrounds you. We look forward to serving you at Camp Allaso Ranch.

allasoranch.com

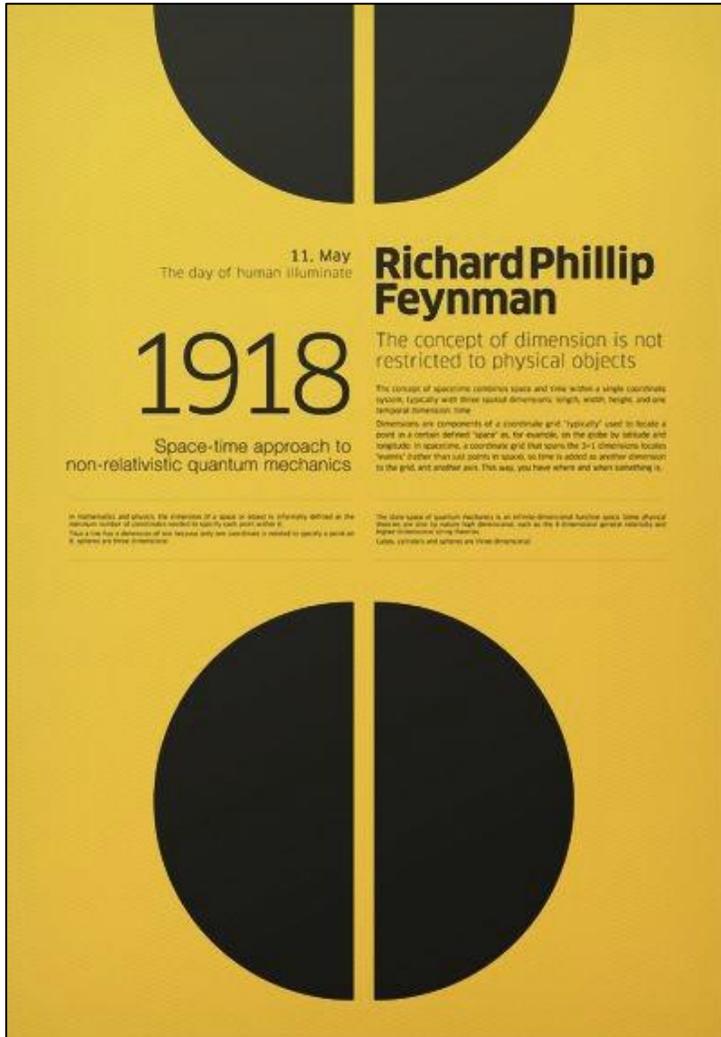
Revised

Look at the original document. How many alignments do you see? Now look at the revision. Same words. Same subject. One alignment.

Create the illusion of a left vertical alignment by keeping all of the text left-flush. Remember that we read English from left to right. You're helping your reader read more quickly by maintaining that left alignment.

Using Proximity as a Design Element

Proximity means “nearness.” It helps us understand which things go together.



This ad really has it all.

Contrast—Look at the great contrast with the circles, the dark text, and the light background. The two most important things—“1918” and Richard Phillip Feynman—are prominently contrasted.

Repetition—The circles with the split in the middle create repetition. Super simple, really effective.

Alignment—Look at how the text is aligned with the split in the circles.

Proximity—The text is all grouped together in the same area of the ad.

Works Cited

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