Document Design

When using desktop publishing, you need to make layout and design decisions. Try to use these suggestions to make your documents attractive and easy to read and understand.

Font   Size

Use and 11- or 12-point font size for most of the text. A small font size strains the reader's eyes and makes the document difficult to read. A large font size uses more space than is needed and causes readers to read slowly. Headings and titles in flyers and newsletters may be in a large font to capture the reader's attention.

Fonts

Use just one or two fonts in a document. Different font sizes, styles, and effects (bold or italic) can be used for emphasis. Using the combination of fonts in the built-in Styles is desirable.

Emphasis

Use font styles and effects in small amounts to emphasize parts of a document. Avoid overusing one style or effect or too many different styles and effects. When too many parts of a document are emphasized, no one part will stand out. When too many different styles and effects are used, the document will seem cluttered. Use **bold**, *italic*, and different font sizes rather than underlining and ALL CAPS. Underlining and ALL CAPS, especially with large blocks of text, is hard to read.

Typographic   Elements

Use text boxes, borders, and bullets in consistent styles and sizes throughout a document to improve the overall appearance.

Side   Margins

Use margins of 1 inch to 2 inches. Documents such as newsletters and brochures that use shorter-length lines in narrow columns may use narrow side margins (0.5 inch). Long lines tend to tire the eye quickly, and short lines cause the eye to jump back and forth too often. The use of a few long or short lines in a document is not likely to cause readers problems, however.

Justification

With normal-length lines, use Align Left. Align Left inserts an equal amount of space between words, which makes most text easy to read. However, Justify may be used in documents such as newsletters that use shorter-length lines in narrow columns.

White   Space

Use white space in the margins to keep a document from looking crowded. Use white space between document parts so the reader knows where one part ends and another part begins.

Color

Use color to enhance the message or appearance of the document. Generally, use dark shades of color for fonts and lighter shades of color for shading. Use contrasting colors when different colors are used near each other. Using various colors within one of *Word's* color themes is desirable.

Graphics

Place graphics near the text they enhance or as close as possible to their references in the text. Keep the size of the graphic in proportion to the text, column width, and space available.

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