

Aim of the Document?

What is the one thing you want your target audience to learn?

If something doesn't reinforce your message, leave it out.
All text and graphics should relate to the stated message.
Keep focused on that message throughout.

Good objective's force you into creating better and more organised content



Know your audience

Who are they?
What do they value?
What are their goals?
What do they need to know?

What do they already know?
Why do they need the information?
Analyse your target audience for:
Gender/age/education/language/culture/interests
And then finally you need to know how will they use it?

Mager's Formula

What they need to be able to do - What they already do = The instruction

How do people learn?

The way you present a topic or concept will define how your audience absorbs it

Perceptual

An audience will have a preference for Visual Words, learning by text or some, Visual Pictures, which is learning by pictures

Psychological

People are Global that like to take in all the information as a whole or Analytical that like the detail

Environment

Consider the effect of light, sounds, temperature, & setting.

Choose Content

Research

Is it?
Information to change skills
Information to change knowledge
Information to change attitudes

Organise

Ways of organising the content:-
Chunking
Relevance
Consistency Principle
Labelling Principle
L A T C H

Write

Write extremely well
Short sentences, with one idea per paragraph,
No cliché, and definitely no jargon
Put people into the writing
Test - Get user feedback
Has the document objective been achieved?
Review then Rewrite

Applied Design Principles?

Contrast

The variation from light to dark, large to small orderly to chaotic can create interest

Repetition

Consistency throughout the document in headings and font style

Alignment

An arrangement of objects when aligned has some order

Proximity

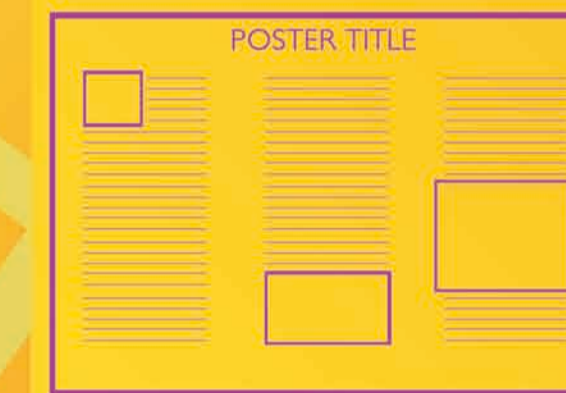
Things that are related sit together

Flow

Leads eye along a visual path

Design Layout

Direct the readers eye
Grids help with alignment
Graphics - the centrepiece of a poster



Graphical placement

Balance of text and graphics.

Use white space to define flow.

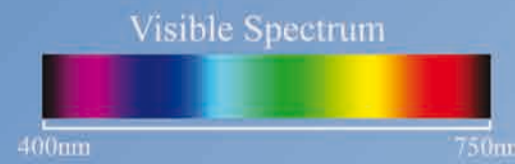
Visual grammar - guide readers to the important parts

Information Design

- "Is concerned with making information accessible and usable to people."
- "Is the intentional process in which information related to a domain is transformed in order to obtain an understandable representation of that domain."
- "Is planning, defining and shaping of the contents of a message and the environments it is presented in the intention of achieving particular objectives in relation to the needs of users."
- "Is the art and science of preparing information so that it can be used by human beings with efficiency and effectiveness."

How do we see Colour?

Human eye contains 2 types of receptor cells: rods which provide night vision and cones which come in 3 different sorts, sensitive to approximately Red, Green and Blue. The sensation of any colour can be produced by the varying mixture of just these 3 values.



RGB

It follows then that TVs and computer monitors use these 3 colours to make nearly every colour. Nearly because the technology is not perfect



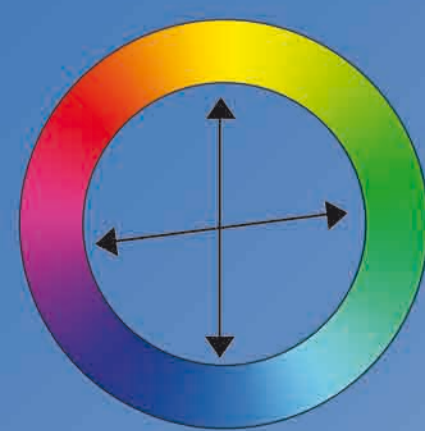
CMYK

When printing the adding of ink absorbs more light so in effect taking away colour. Adding all 3, CMY should result in black.



It doesn't so printers use black (K) on it's own. Which saves on ink too!

Choose Colour



The colour wheel has within it the three **primary hues**, red, yellow and blue. It contains the **secondary hues**, produced by mixing equal parts of primary hues.

Complementary colours that appear directly across from one and other in the colour wheel. They create vibrance and excitement.

Analogous colours that are adjacent to each other in the colour wheel they are peaceful and unlikely to clash.

Contrasting colours that are separated by two or three other colours. These are bold and vivid.

happiness, courage, success, liveliness, excitement

peace, serenity, truth, affection, tranquility, heavens, loyalty, reliability, quality, masculinity, coolness, philosophy

Choose Font

Serifs, the little strokes at the top and bottom of each letter blend words together to make them more readable.



Sans serif (without serif) the letters stand as individual elements.

Convention is to use serif fonts for paragraph text and sans serif for titles and headings. If another font is desired for emphasis then use **bold**, *italic* or even **bold italic**.

The primary goal of the document is the message not the form of delivery.

Is the type Readable?

Content - carries meaning

Appearance - how easy it is to read



Ligatures with fine fluffy souffles
without fine fluffy souffles

Leading space between the baselines

Kerning with AV
without AV

Bad Design

General points:

- Designing in an inappropriate way to your audience will lead to your work being unused.
- Using images with no purpose makes them a waste of space.
- Using key design principles throughout a piece of work will lead to a coherent and harmonious design

Examples: ← Unjustified layout and headings are not constant.

Using **Different** sized font for no reason.

USING TOO MANY TECHNIQUES TO GET ATTENTION!

Using colours in a way that makes things hard to read.

Some Easy Mistakes

"I think this looks cool, so will my audience"
"I dont need to research my audience, i know roughly what they are like"
"spelk checing is four english teachers only!"
"Ill just chuck anything on the page and then make it look pretty in photoshop"



This image may be cool, it is still misplaced and inappropriate