Based on the book by Allison Goodman

THE SEVEN ESSENTIALS OF GRAPHIC DESIGN

RESEARCH

- What is the story your client wants to tell?

TYPOGRAPHY

- **Font categories:**
- Old Style: Caslon   Aldine
- Transitional: Baskerville Bodoni
- **Modern:**   Gill sans   Futura
- Digital: Verdana   Consolas

FONT STYLES (2)

- Serif

- Sans Serif

GUIDELINES FOR TYPOGRAPHY

- Use no more than two fonts on a page.
- Use *italic* or **bold** typeface for ***emphasis.***

- This presentation uses Gill Sans typeface

CONTRAST

Contrast tells the viewer where to look first.

Contrast can be achieved using form, value or colour

LAYOUT

A good layout

guides the viewer

through the page.

ELEMENTS OF LAYOUT

✕Typography

Space

Contrast

Balance