

Introduction to Publishing

Session 2

Design for Desktop Publishing

References

'The Non-Designers Design Book'
Williams, R.

'The Mac is Not a Typewriter'
Williams R.

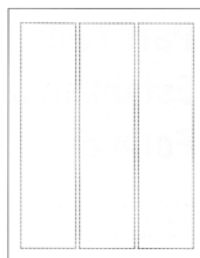
Page Design Principles

[http://coe.sdsu.edu/eet/articles/
layoutdesign/index.htm](http://coe.sdsu.edu/eet/articles/layoutdesign/index.htm)

Page Grids

- A grid helps maintain consistency
- 2 column grids
 - Uniform
 - Inflexible
- 3 column grids
 - Notionally of equal size
 - Add elements to straddle two columns
 - Make a 2 column and 1 column layout

3



One of the most useful formats is a three-column grid. The three-column grid provides an orderly arrangement of parts, while permitting a surprising degree of flexibility.



Here, for example, headlines, artwork, and body remain anchored to the three-column format. For variety, an important photograph and story can extend across two columns.

Page Grids

- 5 column grids are more flexible
 - 5 equal size columns will be too narrow
 - Try a 2 column and a 3 column layout
 - Or a two 2 column with 1 small column layout

5

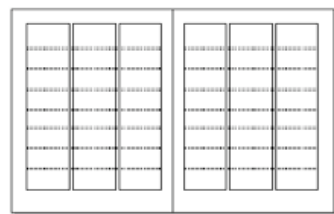


Four- and five-column grids can be used for more complex applications.

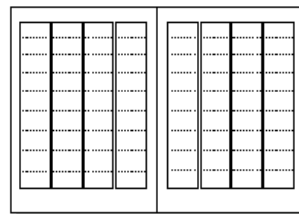


Columns do not have to be the same width. Headlines, subheads, illustrations, and captions can be organized in narrow columns that introduce and support the body copy contained in adjoining wider columns.

3 column



4 column



<http://coe.sdsu.edu/eet/articles/gridlayout/index.htm>

Page Grids

- Multi-column grids
 - Extremely flexible
 - Larger page size required
 - Example: Broadsheet newspaper

9

Masthead and Headlines

- Ensure that the masthead and headline are in balance
- Masthead provides an identity
- Neither masthead nor headline should dominate
- Use capitals sparingly – they take up more space and are slower to read
- Lower case is more legible
- Consider a larger font size rather than capitals

10

MASTHEAD AND LOGO

Provide a strong masthead for your publication.

The masthead is your publication's title set in type in a unique way. The masthead is usually the dominant visual element on the first page of a publication. It is a standing element that sets your publication apart from others and provides both visual identification and issue-to-issue consistency.

Masthead and headlines must be sized to work with each other. Neither should dominate the other. Headlines and mastheads perform different functions. The masthead identifies the publication and gives it stability from issue to issue. The headline invites readers to pay attention to the particular topic being discussed.



This masthead overwhelms the headline, making the headline hard to read.

SOUNDINGS

Vol. 2, No. 1

A Journal of Maritime Memories

June 1987

Largest Wooden Steamship Ever Built



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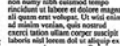
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This headline overwhelms the masthead, weakening the publication's visual identity.

Hierarchies and Consistency

- Create a visual hierarchy
- Avoid uniformity
- Arrange text into discrete groups
- Be consistent in your use of headings
- Border lines create a scholarly appearance
- Borders can be defined by edges of type and artwork

15

Sometimes when grouping like items in close proximity, you need to make some changes, such as in the size or weight or placement of text or graphics. Text does not have to be 12 point! Information that is subsidiary to the main message, such as the volume number and year of the newsletter, can often be as small as 7 or 8 point.

Chamber Concert Series Santa Rosa Junior College

Friday February 8 at 8 p.m.
Alexander String Quartet
Mozart, K387, Bartok#3, Beethoven, Opus 59, #1
Sam Pritchett & Ethel Libitz, violins;
Sandra Yarbrough, viola; Mark Wilson, cello
Friday, March 1, 8 p.m.
Trio Artaria
Beethoven "Archduke" Trio, and trios by Haydn,
Schoenberg and Magnard
Richard Samson Norantz, violin
Reception following concert in SRJC Art Gallery
Friday, April 26 at 8 p.m.
Santa Rosa Chamber Players
Brahms G Minor Piano Quartet,
Schubert Arpeggione Sonata
Polly Hollyfield, violin; Linda Batticelli, viola;
Norinne Antiqua-Tempest, cello;
Margaret Park-Raynolds, flute; Robin Plantz, piano
All concerts in Newman Auditorium,
Emeritus Hall, Community Education
Tickets \$10 and \$8
For ticket information phone (707) 527-4371



▲ Not only is this page visually boring, but it is difficult to find the information—exactly what is going on, where is it happening, what time is it at, etc.

The idea of proximity doesn't mean that everything is closer together; it means elements that are intellectually connected, that have some sort of communication relationship, should also be visually connected. Other separate elements or groups of elements should not be in close proximity. The closeness or lack of closeness indicates the relationship.

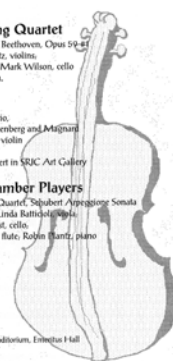
Chamber Concert Series

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▲ The information was first intellectually grouped together (in my head or sketched onto paper), then physically set in groups on the page. Notice the spacing between the three performances is the same, indicating that these three groups are somehow related. The subsidiary information is farther away—you instantly know it is not one of the performances.

You are probably already using the principle of proximity in your work, but you may not be pushing it as far as you could to make it truly effective. Really look at those pages, at those elements, and see which items should be grouped together.

CALF ROPERS!

Wouldn't it be great if...
you could personally learn from, and train with, a world champion calf roper in a small group or private setting?

Wouldn't it be great if...
you were training in one of the finest indoor facilities anywhere, with big screen television video taping?

Wouldn't it be great if...
you had unlimited practice cattle to rope to your heart's content, or until you drop?

Wouldn't it be great if...
you could stay in the finest accommodations with the best grub you ever wrapped your lips around?

Wouldn't it be great if...
you knew where to find a horse you could begin on, or win on?

Well guess what? It is!

Call, or write for information at:
Rough Rider's Roping Camps
Moon Rd., Box 36
Tombstone, Texas 74444
(828) 588-0418



EL DORADO
WORLD CHAMPION
Calf Roping Camp

▲ Apparently the person designing this ad typed two Returns after each headline and paragraph of body copy. Thus the headlines are each the same distance from the body copy above and below, so they appear to be separate, unconnected items. There is lots of white space available here, but it is all broken up. And there is white space where it doesn't belong, like between the headline and its related body copy. When white space is "trapped" like this, it tends to visually push the elements apart.

If there are too many separate items, see which ones should be set closer to each other. If there are areas on the page where the organization is not perfectly clear, see if items are in proximity that shouldn't be.

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EL DORADO
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▲ If we do just one thing to this ad, just move the headlines closer to their related paragraphs of text, several things happen: The organization is clearer. The white space is not trapped within elements. The type could be one point size larger (up to 9 point), making it easier to read the main text. There is more room so the mini-poster is not so crowded.

Proximity is really just a matter of being a little more conscious of doing what you do naturally, but pushing the concept a little further. Once you become aware of the importance of the relationships between lines of type, you will start noticing its effect. Once you start noticing the effect, you own it, you have power over it, you are in control.

NEVER BEFORE IN GALARIA HISTORY

HAS ONE BEEN ABLE TO TASTE 50 GALARIA RESTAURANTS AND 50 INTERNATIONALLY-ACCLAIMED WINERIES AT ONE LOCATION ON ONE DAY. DON'T MISS OUT! JOIN US FOR THE BIG EVENT OF THE 3RD ANNUAL GALARIA WINE & CHILE FIESTA THIS SATURDAY FROM 12 NOON UNTIL 4:30 P.M. AT THE EL DORADO HOTEL. \$35 ADMISSION INCLUDES UNLIMITED TASTINGS, SOUVENIR GLASS & ENTERTAINMENT. PLUS, A PORTION OF THE PROCEEDS TO BENEFIT THE GALARIA FOOD BRIGADE HELPING US FEED OUR HUNGRY NEIGHBORS. ADVANCE TICKETS STILL AVAILABLE AT GALARIA NEWS AND AT OUR PLAZA AMERICADO BOX OFFICE. LIMITED TICKETS WILL ALSO BE AVAILABLE AT THE DOOR.

▲ I took this ad right out of the newspaper. Really. One of the biggest problems with it (besides losing all caps) is that all the information is one big hunk. Before trying to design with this information, write out the separate pieces of information that belong together; group the elements. You know how to do this—simply use your brain. Once you have the groups of information, you can play with them on the page.

Rarely is applying the principle of proximity the only answer to a problematic page. The other three principles are intrinsic to the design process and you will usually find yourself using all four. Take them one at a time—start with proximity.

Never before in Galaria history...

has one been able to taste 50 Galaria restaurants and 50 internationally-acclaimed wineries at one location on one day. Don't miss out!

\$35 admission includes unlimited tastings, souvenir glass, and entertainment.

A portion of the proceeds will benefit the Galaria Food Brigade, helping us feed our hungry neighbors.

3rd Annual Galaria Wine & Chile Fiesta

This Saturday from 12 noon until 4:30 P.M. at the El Dorado Hotel.

Advance tickets are still available at Galaria News and at our Plaza Americado Box Office. Limited tickets will also be available at the door.

▲ This is only one of a buzzillion possibilities for arranging the groups of information. I also used the principles of alignment and contrast, which you will be reading about shortly. But the biggest problem with the original ad is that there is no separation of information. All the text in all caps in one big block also took up all the space, so there was no extra, blank, "white" space to rest your eyes. It's okay to set the type smaller than 12 or 14 point! Really!

IMAGE MANAGEMENT

Efficiency experts

When time is money, these automated helpers can help you save more of it for yourself. By James Felici

If modern science isn't going to deliver the personal editors we were promised years back, the least our computers can do is dry in and lighten the workload. The good news is that a host of new programs — and a few oldies — are finally addressing the automation problems unique to publishers. Deadline pressures may remain intractable, but at least we'll be able to meet them without some of the mind-boggling assembly-line work that producing documents often entails.

Although the off-the-shelf software packages mentioned here provide clever answers to these problems, they're like all other automation solutions: they work best when conditions are predictable and parts are interchangeable. When an image is processed, some tasks, such as format conversion and size alteration, can be easily automated. Others, such as color correction and contrast adjustment, still need human judgment.

CD Cabin Pro 1.603

The Aldridge Co.
Platforms: Windows 3.1 and 95
Price: \$199.95 (street purchase from CD only)
Batch image conversion is a solution for Aldridge's CD Cabin Pro. Its main focus is managing data stored on removable mass media such as CDs and magneto-optical discs. For publishers with large amounts of reference or archival data on CDs, this is a very useful service. CD Cabin Pro will in a couple of seconds make a record of the contents of a CD, allowing you to build on your hard-disk a searchable catalog of all the files you have stored on it in various media.

CD Cabin Pro can batch-convert files in 40 common image formats (including native Adobe Photoshop format) into any single format. PNG, the latest Web-standard Portable Network Graphics format, is a notable exception. You can select BMP,



CD Cabin Pro displays image files and builds pages of thumbnails, regardless of the image format. You can then select one group of them for batch image processing.

TIF and EPS images in a variety of bit depths and convert them all at the same time into 8-bit GIF files for your Web pages. You can freeze the image file sizes or export ratios, or allow the sizes or ratios to change by specifying a maximum target resolution in pixels. Another option lets you reduce the bit-depths of images, although the operation is not explained well in the program's skimpy documentation.

DeBabelizer Toolbox 1.6.5

Equilibrium

Platforms: Macintosh

Price: \$35

DeBabelizer is the granddaddy of image-conversion programs, which means it's had time to pile on features that make it by far the most capable of its species. Unfortunately, this program hasn't been matched by the development of its interface, at least on the Mac version, which is cluttered and hard to decipher. Equilibrium took steps to address the problem in its Windows 95 and NT version, DeBabelizer Pro 4.0 (1995), which features easier drag-and-drop scripting and a more intuitive user interface.

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Emphasis and Contrast

- Perfect balance lacks interest
- Emphasise graphics
- Use boxes to draw attention to text that you wish to highlight
- Use background screens or reversed text (white on black)
- Use contrasting type styles and sizes
- Lines and textures can also be used



ANOTHER NEWSLETTER!

J a n u a r y F i r s t 1 9 9 4

Exciting Headline

Wants paw term dare worsted ladle
gull hoe hat search putty yowler colle
debt pimple colder Gully Looks. Gully
Looks lift inner ladle cordage satu-
rated adder shirt dissidence firmer
bag florist, any ladle gull orphan aester
murder toe letter gore entity florist oil
bayer sheff.

Thrilling Subhead

"Gully Looks!" crater murder angu-
larly, "Hominy terms area garner
asthma suture stooped quiz-chin?
Golter door florist? Sordidly NUT!"
"Wire nut, murder?" wined Gully Looks,
hoe dint peony tension tore murder's
scaldings.

"Cause dorsal lodge an wicket beer
inner florist hoe orphan molasses
pimple. Ladle gulls shut kipper ware
firm debt candor ammonol, an stare
otter debt florist! Debt florist's mush
toe dentures furry ladle gull!"

Another Exciting Headline

Wail, pimple oil-ware wander doe wart
uider pimple dun wampum toe doe.
Debt's jest hormone nurture. Wan

moaning, Gully Looks dissipater
murder, an win entity florist.

Fur lung, disk avengeress gull wetter
putty yowler colle cam tore morticed
ladle cordage inhibited buyer hull
firmly off beers—Fodder Beer (home
pimple, fur oblivious raisins, coiled
"Brewing"), Murder Beer, and Ladle
Bore Beer. Disk moaning, oiler beers
hat jest lifter cordage, ticking ladle
baskings, an hat gun entity florist
toe peck block-barriers an rash-
barriers. Gully Looks ranker dough
ball; bought, off curse, non-bawdy
worse hum, soda sully ladle gull win
baldly rat entity beer's horse!

Boring Subhead

Honor tippie inner daming rum, stud
tree bolle fuller sop—wan grade bag
boiler sop, wan muddle-sash boil, an
wan tawny ladle boil. Gully Looks
tucker spun fuller sop firmer grade
bag boil—bushy eported art inner
hoary! "Arch," crater gull, "Deb sop's
tpe hart—bams mar mouse!"

Dingy traitor sop inner muddle-sash
boil, witch worse toe colled. Butter
sop inner tawny ladle boil worse jest
rat, an Gully Looks aided oil lop.
Dingy nudist tree cheers—wan
anomalous cheer, wan muddle-sash

Another Newsletter!

J a n u a r y F i r s t 1 9 9 6

Exciting Headline

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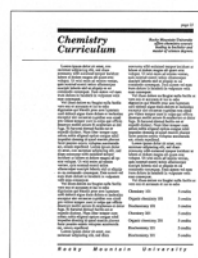
In this case, the edges of the type and artwork create the vertical borders that define the sides of each page.



Borders do not have to extend the full width of a page to be effective. When they don't, the page takes on an informal or contemporary appearance.



Different borders can be used on the top and sides of a page.



Sometimes, different borders are used to define the top and bottom boundaries of a page.



Use vertical rules to separate columns.



Use horizontal rules to separate topics within a column.

Adding Images

- Straddle columns to attract attention
- Wrap text around irregular images
- Or create circular cropped images
- Don't leave images 'hanging'



Nineteen ways to use an umbrella

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The top and bottom of this page are perfectly balanced.
The page lacks visual interest.

Nineteen ways to use an umbrella



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A more pleasing page shows two different size graphics.
The graphic on the right has been enlarged for visual emphasis, and the copy in the right two columns wraps around the contours of the graphic for additional interest.



Ladle Rat Rotten Hut

The story of a wicket woof and a ladle gull.

by H. Chace

Wants pawn term, dare worsted ladle gull hoe
lits wicket murder inner ladle conlage, honor tich
offer lodge, dock, florist. Disk ladle gull orphan worry
putty ladle rat cluck wicket ladle rat hut, an fur disk
rain pimple colder Ladle Rat Rotten Hut.

Wan moaning, Ladle Rat Rotten Hut's murder
colder insect. "Ladle Rat Rotten Hut, henry ladle
basking winsome burden barter an shiker cookies.
Tick disk ladle basking tutor conlage offer groin-
murder hoe lit's honor udder site offer florist.
Shaker lale! Dun stopper laundry wot! Dun stop-
per peck floor! Dun daily-dolly inner florist, an
yonder nor sorghum-stenchies, dun stopper tongue
wet strainers!"

"Hoe cake, murder," resplendent Ladle Rat Rot-
ten Hut, an tickle ladle basking an stutterned off.
Honor wrote tutor conlage offer groin-murder.
Ladle Rat Rotten Hut misten anomalous woof.

"Nial, wall, wall!" wet disk wicket woof. "Evens-
cent Ladle Rat Rotten Hut! Wants are putty ladle
gull going wizard ladle basking!"

"Armor going tumor groin-murder's," reprisal
ladle gull. "Grammar's seeking bet. Armor tick-
ing anion burden barter an shiker cookies."

"O hoel haffer grata wick," wicket wicket woof,
butter taught tomb shelf. "O! tickle shirk court
tutor conlage offer groin-murder. Oil ketchup wet-
ter letter, an den—O bore!"

Soda wicket woof tucker shirk court, an whinny
retched a conlage offer groin-murder, picked inner
windrow, an nose detector pore oil worming worse lion
inner bet. En inner flesh, disk abdominal woof tipped

honor bet, paunched honor pore oil worming, an
garbled enpt. Den disk retched ammoni pot honor
groin-murder's nut cup and gnut-gun, any curled
ope inner bet.

Inner ladle wile, Ladle Rat Rotten Hut a raft
actar conlage, an ranker dough ball. "Comb ink,
sweat hand," setter wicket woof, disgracing is
venae. Ladle Rat Rotten Hut empty bet-rum an
stul buyer groin-murder's bet.

"O Grammar!" crater ladle gull historically, "Wa-
ter bag lye gull! A nervous sausage bag lot!"

"Battered lucky chew whiff, sweat hand," setter
blast-Thursay woof, wicket wicket small honors
ghase.

"O Grammar, water bag noisel! A nervous sone
ature anomalous prognosis!"

"Battered small your whiff, doing," whiskered
dole woof, ante mouse worse waddling.

"O Grammar, water bag mouse gull! A nervous
sone aature bag mouse!"

Daze worry on-forgen-nut ladle gull's test warts.
Oil offer sodden, caking offer canere an sprinling
otter bet, disk hoard hoarded woof tipped over pore
Ladle Rat Rotten Hut an garbled enpt.

—H. Chace
Anguish Language



ural: Yonder nor sorghum-
stenchies shut ladle gull's
stopper tongue wet strainers.



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Anguish Language



ural: Yonder nor sorghum-stenchies
shut ladle gull's stopper tongue wet
strainers.

Center Alley

Center Alley worse jester pore ladle gull hoe lift
wetter stop-murder an toe heft-cisterns. Daze
worming war furry wicket an shellfish
parsons, spatially dole stop-murder, hoe dint
lack Center Alley an, infect, word orphan
traitor pore gull mar lichen ammonol dinner
hormone bang.



Center Alley's furry guard-murder whistled,
"Watcher crane aboard!"

- ▲ There is a nice strong line here along the edge of the type.
There is a nice strong line along the edge of the "photograph."
Between the text and the photo, though, there is "trapped"
white space, and the white space is an awkward shape. When
white space is trapped, it pushes the two elements apart.

Center Alley

Center Alley worse jester pore ladle gull hoe
lift wetter stop-murder an toe heft-cisterns.
Daze worming war furry wicket an shellfish
parsons, spatially dole stop-murder, hoe dint
lack Center Alley an, infect, word orphan
traitor pore gull mar lichen ammonol
dinner hormone bang.



Center Alley's furry guard-murder whistled,
"Watcher crane aboard!"

- ▲ "Find a strong line and use it." Now the strong line of the text
and the strong line of the photograph are next to each other,
making each other stronger. The white space now is floating
free off the left edge. The caption has also been set against
the same strong line of the edge of the photo.

Page Design Elements

- Format – Page size (A4)
- Grid – for consistency
- Masthead / Logo / Title – gives an identity and personality
- Hierarchies – for clarity and order
- Add *emphasis* and **contrast**
- Use images for interest and impact

<http://www.graphic-design.com/DTG/Design/standards.html>

► Consistent double rule on all pages.

► Consistent typeface in headlines and subheads, and consistent space above each.

Single rule repeats across bottom of each page.

► Page numbers are in the same place, same typeface, on each page.

Darn Honor Form

Funny rhymic diary offer
former's dodder. Volute Haulings,
an wart hopping dem honor form.
Volute lid wether lodder, oled
former Haulings, hoe better
repetition for bang fury mth--
an fury mth--. Jollet, pingle
orphan set dett Volute's lodder
worse rising butter oled movent
Volute honor eider hen, wored
fury gnat pence-pter putty
lulle fury gill, wargh, mowled,
an unrufted.
Wan mooring former Haulings
nudee haue dodder setting honor
chen, during noing.



► A caption for this photo.

Vestibule guardings

"Tap, foddler. An fitter page."
"Ditcher mull-car caws an swoop
oter caw mull?" "Oll come foddler.
An mull-rile caws an swoop
oter mull, fitter checking, an
clanned upper lodder inner check-
ing-home tor gadder oler aches, an
wen dem tatur vestibule guardling
tor peck oler bogs an wams oler
vestibules, an watched an named
your doing, an fitter heaves an..."
"Ditcher wader oler heaves, too?"
"em-repented oled Haulings."
"Nee, foddler, are die?"
"Dett wader mar heaves?"
"Wes null?"

▲ The text has a "bottoming out" point, but not all text must align here if there is a consistent, repetitive starting point at the top of the page.

Some publications might choose to repetitively bottom out rather than "hang from a clothesline" (align across the top). One or the other technique should be consistent, though.



Evanescant wan think, itching udder

"Foddler, your heaves jut wader Thursday. Your kin leader heave tor
wader, foddler, bender cawson maggot dark, Lenses, foddler, arm tavel?"
"Oli-wares tavel?" complained Haulings. "Wad, wene your oter tavel, oler
licher wored lade, bought oter oter oter? Wile your wending, your
kin maker bet an wader dables?"
Sature foddler Effervescant for Volute's wene-hard, Hairy Parkings, disk
poor gill word wendy half ban fury miscible.

Moan-late

Volute worse jut wile about Hairy,
hoe worse pter pter form here
fening, adjoining form, Sam pingle
set dett Hairy Parkings dert half gut
since, better better gut disposi-
tion an hay worse medly an full
wet Volute. Infect, Hairy wadered
tor mowder, better worse tor dilt
tor ater.

"O Hairy," oate Volute, "set lodder
dett putty mow?"

Arsenate rheumatic

- "Snuff diler fignen odors.
- Moan-late an merry-age.
- Oders fitter putty rat mowder
inner floor guardling.
- Denture half sun-sing impert-
nent tor aches?"

Wart hopping?

Radic, mowder-gat wart hopping?
Hairy ater lodder, hoe exploited

► All stories and photos or illustrations start at the same guideline across the top of each page (also see note below, left).

► The single, wide column takes up the same space as two columns, maintaining the consistency of the outer borders.

▲ Note the repetitive use of the triangular shape in the list and in the caption, opposite page. That shape is probably used elsewhere in the publication as well.

Exercise builds physical fitness and teaches the joys of teamwork

At first you may be stiff and sore, but soon you'll be looking forward to your workouts as you feel better and make new friends.

Exercise builds physical fitness and teaches the joys of teamwork. At first you may be stiff and sore, but soon you'll be looking forward to your workouts as you feel better and make new friends.

This page looks good on its own.

Exercise builds physical fitness and teaches the joys of teamwork

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This page also looks good on its own. . .

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but together, they are difficult to read. Because the pages are so balanced, there is no starting point and destination for eye movement. The reader finds it difficult to know where to begin reading. As a result, the reader is likely to move on without reading much on the page.

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This problem can be handled by working with the two pages as a single unit.

Laura Mathews

1975 Euclid Drive
Santa Rosa, California 95405
707/887-1234

Related Skills

Excellent working knowledge of laboratory tests and their significance in oncology care through working in a clinical laboratory, reinforced while providing patient care. Assisted with bone marrow biopsy and aspiration, lumbar puncture, paracentesis, thoracentesis, and intrathecal chemotherapy administration. Promoted self-care skills and adaptation of the client to their disease and particular treatment program.

Extensive experience with at-home care of sick and cancer patients, including IV line maintenance, pain management, understanding of medication administration and social service referrals.

Education

1990 Associate in Science Nursing, High Honors
Santa Rosa Junior College, Santa Rosa, California

Experience

1992-present Registered Nurse for Home Health Plus, Visit Division. At-home care of persons with multiple health problems, sick, and cancer patients.

1990-present Registered Nurse for Memorial Hospital Oncology Unit, Santa Rosa, California. Managed the care of 4-5 oncology patients. Assumed lead nurse responsibilities. Assisted with new RN orientation. Assisted with procedures, administered chemotherapy, assessed for side effects of chemotherapy and disease process.

1989-1986 Nurse's Aide for Mendocino Coast District Hospital, Fort Bragg, California. Assisted with patient care in Med-Surg and Obstetrical settings.

1985-1986 Lab Assistant for Mendocino Coast District Hospital, Fort Bragg, California. Computer skills while inputting data, cultured lab specimens.

Personal Statement

Previous work experience in a fast-paced, high-stress environment has fine-tuned my organizational skills. My experiences have made me comfortable with oncology patients and their families. Supervisors value my organizational skills, eagerness to learn and assume responsibility, and my dedication to my job.

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▲ This is a fairly typical résumé. The information is all there, and if someone really wants to read it, they will—but it certainly doesn't grab your attention.

And notice these problems:

There are two alignments on the page: centered and flush left.

The amounts of space between the separate segments are too similar.

The job titles blend in with the body text.

Fonts used are Helvetica Black ('Education heading' in 18pt and 12pt for emphasis of 'Associate in Science Nursing') and Times (12pt) for body text

CHEFS IN LAMPETER / COGYDDION YN LLAMBED

SATURDAY 25TH JULY
HIGH STREET LAMPETER
2.00-6.30PM

SADWRN 125 AM GORFFENNYF
Y STRYD FAWR LLAMBED
2.00-6.30PM

SUPPORTING THE EVENT

Lampeter Chamber of Trade
Lampeter Town Council

Some who are
Supporting and
attending
with food and stalls:
Llangadog Creamery
Ostrich Association
Aberaeron Wine
Tregroes Waffles
Lampeter Honey
Gorwedd Cheese
Welsh Farmhouse
Yogurt
Conit's Ice Cream
Color Gas Newport
Panasonic c/o
Roberts Lampeter



Some who are
Supporting and
attending
with food and stalls:
Lampeter Book Shop
Lampeter Organics
Ty-Nant Waters
Aeron Valley Cheeses
Meridan Jam
Mulberry Bush
Welsh Farmhouse
Dairy
Just Geeves
Podd's Coerphilly
Cheeses
Taste of Wales

LAMPETER FOOD FESTIVAL FFAIR F'WYD LLAMBED

DEMONSTRATIONS BY

GILLI DAVIES
DUDLEY NEWBURY
SIÂN JENKINS

GARETH RICHARDS

GUEST APPEARANCES BY
GLAN DAVIES AND CATRIN DAVIES
POBOL Y CWM

Designed & Printed by WESTCOAST SIGNS 01267 236262

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