



## DESKTOP PUBLISHING

### Guidelines for Basic Text Layout & Design

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- Plan space for maximum visual impact: use a grid to plan.
- Use columns of text for easy reading (newspapers).
- Text point size must be considered: 10 point space is most readable.
- Use appropriate spacing between and around text.
- Use borders and rule for organization.
- Strong descriptive headings.
- Liberal white space.
- Illustration or graphics.
- Subheadings for organization.
- Color when appropriate and practical.
- Photos and captions.
- Use gray screens (shades of gray) to attract attention.
- Reverse type can be used effectively.
- Highlight ideas with graphics.
- Accentuate with boxes and tables.
- Bullet text and provide summaries.
- Readable fonts or typeface that is appropriate