

Design Principles for Desktop Publishing

Introduction 1

Seven Design Principles 2

Your Publication as a Whole 4

Organizing Your Publication: White Space and Proximity 6

Exercise 1 10

Designing and Unifying: Grids, Alignment, and Contrast 11

Exercise 2 14

Exercise 3 17

Designing with Type 18

Exercise 4 22

Designing with Graphic Elements, Artwork, and Photographs 23 Using

Design to Guide the Reader 28

Exercise 5 33

Designing a Spread 34

Repetition: Tying It All Together 37

Exercise 6 39

Preparing for Printing 40

Appendix A: Typography Measurements 41

Appendix B: Color Models 42