

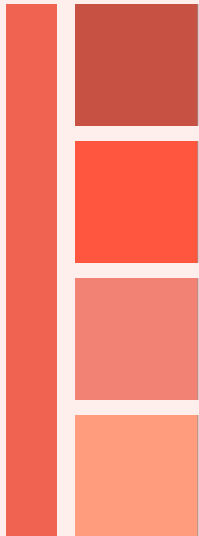


# GRAPHIC DESIGN 101

A BASIC GUIDE FOR EDITORS

# COLOR catches the eye

**HUE**  
A BASE COLOR



**SHADE**  
VARIATION IN COLOR BY  
ADDING BLACK

**SATURATION**  
VIBRANCY OF COLOR

**TINT**  
VARIATION IN COLOR BY  
ADDING WHITE

**BRIGHTNESS**  
LIGHT & INTENSITY



SELECT YOUR COLORS  
CAREFULLY! CREATE  
A **COLOR PALETTE** FOR  
YOUR PUBLICATIONS

SHADE & TINT  
MAKE UP  
**LIGHTNESS**



**MONOCHROMATIC**  
VARIATION IN LIGHTNESS



## COMPLEMENTARY COLORS

ARE ACROSS FROM  
EACH OTHER ON  
THE COLOR WHEEL



these tend to serve as good  
contrast & accent colors



## ANALOG COLORS

ARE 3 COLORS NEXT  
TO EACH OTHER ON  
THE COLOR WHEEL



these work well together  
& create a unified look

# FONT captivates attention

THIS IS A  
**Serif**  
FONT  
A SERIF IS A SMALL ACCENT AT THE END OF EACH STROKE

THIS IS A  
**Sans Serif**  
FONT  
SANS IS FRENCH FOR "WITHOUT," SO SANS SERIF LITERALLY MEANS "WITHOUT SERIF"

THIS IS A  
**script**  
FONT  
SCRIPT FONTS ARE MORE ARTISTIC AND SIMILAR TO HANDWRITING. USE SCRIPT FONTS SPARINGLY.

## TEXT HIERARCHY CREATE VARIETY

A simple way to format text is **heading**, **subheading**, and **body text** from top to bottom. Each should have a different font in order to contrast.

The **heading** is brief & eye-catching. It's a phrase relevant to the article,

The **subheading** is supplementary to the heading & provides more explanation.

The **body text** is the majority of the page and should be easy to read -- no fancy fonts!

**heading**  
SUBHEADING

body text

**BOLD**  
EMPHASIZED & ENLARGED

**Italic**  
RIGHT SLANT

**STROKE**  
LETTER OUTLINE

## TIP

use only 3-4 fonts in your publication to promote unity and cohesiveness

# TEXT fills the page

## TIP

Opt for justified text + avoid hyphenating bodies of text.



AS A GENERAL RULE OF THUMB, **BREAK TEXT INTO CHUNKS** RATHER THAN ONE LARGE BLOCK



**LINE ALIGNMENT**  
HOW EACH LINE IS DISTRIBUTED IN THE TEXT BOX

### LEFT

EACH LINE BEGINS AT THE LEFT

### CENTERED

LINE IS IN THE MIDDLE, NEW LINE BEGINS AS SPACE RUNS OUT

### RIGHT

EACH LINE BEGINS AT THE RIGHT

### JUSTIFIED

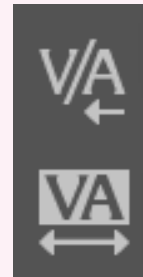
L I N E REACHES ACROSS THE TEXT BOX COMPLETELY

**FONT SIZE**  
TEXT SIZING



**LEADING**  
LINE SPACING

**KERNING**  
LETTER OVERLAP, SYMMETRY OF LETTER SPACING



**TRACKING**  
LETTER SPACING, NO CONDITIONS



examples of each

**-100**      **+100**  
**KERN** KEY CLUB    KEY CLUB  
**TRACK** KEY CLUB    KEY CLUB