

Cheat Sheet for Good Layout Practice - Fonts

USE ALL CAP ONLY FOR HEADLINES, NOT BODY TEXT ALL CAPS ARE HARD TO READ, AND LOOK LIKE YOU ARE SHOUTING

Use bold text, underline, and Italics sparingly or they lose their impact

DO NOT USE SOME STRANGE FONTS FOR BODY TEXT.

Body Text should be very readable, here are two basics fonts to use for this.

serif fonts (with feet) traditional font is: Times Roman/ Courier , use this when you are trying to get a stable conservative viewpoint across

san serif fonts (No feet) Helvetica/Arial is a more up today savvy font.

Rule of Thumb: No more that 3 fonts on poster

Text on a 90 angle is hard to read, diagonal text can be used to make a point

Any font below 8 point size is unreadable.

9 point is readable

10 point is standard for books

12 point is “default size” for most Computer Programs (word etc....)

Cluster your text boxes to make a point

Use flush left or justify for body text
Do no center body text as it makes it look
Like a bad poem.
Use center justification with your headlines.

Look where an automatic text breaks falls, do not have words unintentional
-ly break

USE SPELL CHECK!!!

Look up free fonts on the internet and get a couple appropriate fonts for headlines. (unzip font, place in c: Winn> Fonts) Use interesting fonts to set the mood of your poster. If you are sending a poster to the printer, make sure you send the font too.

Always have someone else critique your work before you send it to press for visual legibility.

Colors:

Primary Colors: Red, Yellow and Blue

Secondary colors(made by mixing with Primaries) Green, Orange and Purple

To Suggest visual mood:

Use color to set your mood and to get your viewer into the frame of mind about your project

Think about your views on color.

Blues/ Greens cool colors- reflective, thoughtful

Yellows/ Oranges/ Reds Impassioned vibrant

Purple is the color of change.

Pastels Subtle

Black/ White/ Red stark contrast

Blues/Greens/ Yellow ecology

AVOID TEXT COLOR COMBONATIONS THAT VIBRATE (they are hard to read!) Pure red on pure green, Pure blue on pure green, if you can't read them easily, your audience can't either!

Have some one else look at your color choices, to see if they work together and are readable. Always have someone else critique your work before it goes to press.

Does it make visual sense? Do your colors add to the point that you are trying to make or do they subtract from it?