***Proximity***

* Grouping similar items
* Creates one unified visual

***Font Families***

* Fonts can be grouped into families
  + Serif
    - Has tails
    - Use in titles
    - Exp-**Times**
  + San Serif
    - No tails
    - Use in body
    - Exp – **Calibri**
* Combining fonts is ok and can improve the overall visual appearance and readability

***Design Principles***

***of***

***Robin Williams***

***C:\Users\Eric Vallafskey\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\H4AFJLI8\MC900023615[1].wmf***

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***Contrast***

* Use *contrast* between information to *grab attention.*
* Contrast helps keep readers interest in topic.
* Use color and size
* Make important information larger than surrounding text to draw attention and emphasize importance

***Repetition***

* Unify the document by consistently using the same format throughout.
* Font families, bolded, and size should all be similar.
* Images should also be similar in style.
* Color should also be consistent in similar areas, use color families and themes to help unify document.

***Alignment***

* Lining up text and images consistently throughout a document creates connection throughout information.
* There are four types of alignment to choose from.
  + Left – this type used in this document. Often used since we read from left to right.
  + Right – this is most creative. Works great for headings.
  + Center – often used for tittles, less interesting than right but used in formal settings.
  + Block- sets information with straight edges on right and left.