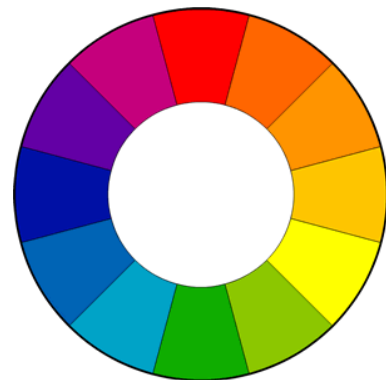


# Graphic Design Guide

## For leaflets and posters

- Fill the page - balance the layout
- Use 'white space' to separate pieces of information  
[ 'white space' does not need to be white ]
- Use 'highlighting' to make important text stand out
  - **Bold**, **colour**, **inversing** , UPPER CASE
  - Choose one method - don't mix techniques
  - Highlight no more than 10% of the design
- Don't mix fonts - choose just one
- Pictures & diagrams are effective
- Choose contrasting colours
- Avoid WordArt
- Avoid clipart.
- Never underline



Colour wheel:  
Opposite colours contrast well  
Adjacent colours have poor contrast

## Audience & Purpose

Your work must be 'fit for purpose'.

'Audience & Purpose' are key. Know your purpose, think about the audience.