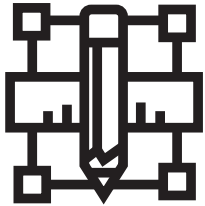


DUAL CODING WITH TEACHERS THE COURSE



DESIGN GUIDE

Focus the development of your dual coded creations on these four design principles, applicable to all visual formats.

CUT



BEFORE

AFTER



Minimal margins all round, way too-long columns, insufficient spacing between lines of text, an unpleasant and overly decorative typeface, a lack of titles for paragraphs, a hidden hierarchy — these are the features that typify the most common graphic mistakes that teachers make in constructing documents or slides.

CHUNK

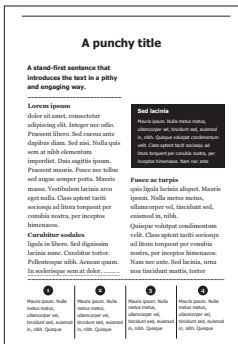
When planning your page, you probably had your ideas organised into chunks from which you decided on their sequence. Such plans are rarely transported into the final page layout. This leaves the reader with an exercise in re-engineering your original organised plan.

Why not help the reader by making these chunks visually explicit? Like a magazine page, the thumbnail shows a box, paragraph titles, along with different column numbers. This makes the page both more attractive and easier to navigate.

BEFORE



AFTER



CUT



CHUNK



ALIGN



RESTRAIN

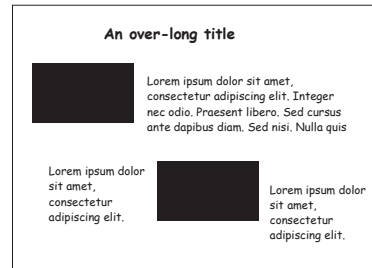


ALIGN

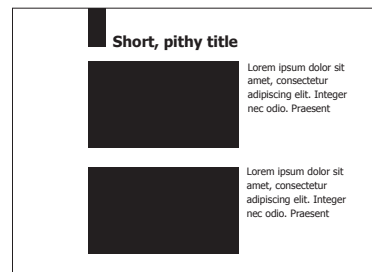
Our eyes, and minds, constantly search for patterns. Magazine and newspaper pages are all constructed around an invisible grid. This professional approach fully understands the need for order.

The understandable yet fundamentally mistaken view of teachers to be artistic by introducing what appears to be a random placement of elements on a page, is a major handicap in the effectiveness of its communication.

Alignment can immediately transform the quality of your page and slide designs.



BEFORE



AFTER



DON'T

- Confuse this task with artistic self-expression
- Use too many colours in your colour coded system
- Think larger fonts are easier to read — line spacing is key
- Assume entertainment rules — stick to clarity and simplicity

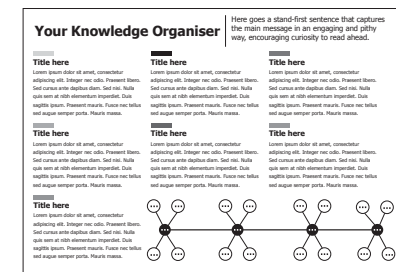
RESTRAIN

Along with the urge to be artistic through seemingly random placement, comes a tendency for a profusion of fancy fonts, and a riot of colour.

It may seem counter intuitive, but executing restraint will greatly enhance your creations. Use only one typeface — two at the most. When two are chosen, ensure one is sans serif and one serif. Make their use consistent. And instead of having a large block of colour with text on top, leave it black and white with a small graphic element to denote any colour key you are using.



BEFORE



AFTER



@olicav
olicav.com
oliver@olicav.com

GETTING BETTER



DO

- Use a grid to structure your creations
- Align everything to the grid
- Think about the essentials and drop the merely decorative
- Study newspapers and magazines for layout ideas

TRY

- Sketch out a pencil thumbnail to establish the layout
- Copy what you find in newspapers and magazines
- Add hand-drawn images or letters to add variety
- Leave most of the white space at the top of the page