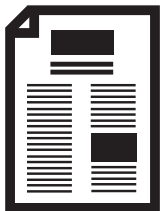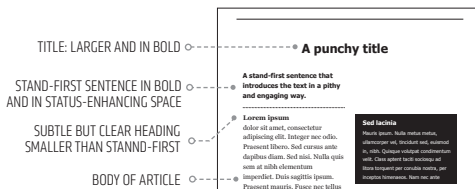# DUAL CODING
WITH TEACHERS
THE COURSE

DOCUMENTS

Learn how newspapers and magazines produce ordered, easy-to-read pages. And use these principles to create professional-looking documents.

TRANSFORMATION

The page on the left looks like a typical Word document. Even with larger margins, it remains fundamentally unaltered. The work is *raw*, in need of designing into more a pleasing and effective arrangment. The page on the right achieves this with:

Space is concentrated at the top as that is where our eyes first go. As a result, the page seems *airy* and *light*.

A stand-first sentence is below the title in plenty of space to accord it status and a commanding presence.

Columns are of a decent width, neither too long or too short, making reading pleasant and efficient. The five columns at the bottom attract attention and provide variety.

A box is yet another means to segment and highlight a particular piece of information.

BEFORE

AFTER

THE GRID

2x 6 GRID   2x 6 GRID   3x 6 GRID

All professional graphic designers, photographers and typographers work from a grid. It's their secret. Adopt its use and your work will immediately improve. Start with hand-drawn thumbnail sketches, then transfer them to whatever desktop app you use.

HIERARCHY

TITLE: LARGER AND IN BOLD

STAND-FIRST SENTENCE IN BOLD AND IN STATUS-ENHANCING SPACE

SUBTLE BUT CLEAR HEADING SMALLER THAN STANND-FIRST

BODY OF ARTICLE

Information must be ordered in terms of its hierarchy. Not everything is of equal importance, or can be presented in any sort of sequence. Establishing a hierarchy gives the reader a quicker sense of the meaning you are communicating. Headings punctuate the text, signalling the essential message of what is to follow. Help the reader traverse the page easily.

TYPEFACE

SERIF AND *SANS SERIF* PAIR

FOR TITLES
HELVETICA NEUE

FOR BODY TEXT
Garamond

SERIF AND *SANS SERIF* PAIR FOR WEB
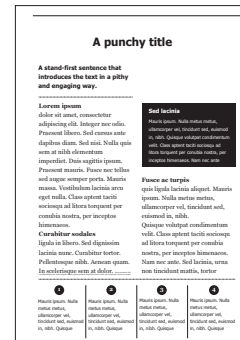
FOR TITLES
GEORGIA

FOR BODY TEXT
Verdana

Typefaces have individual character. Some typefaces are a good fit for a party invitation but, obviously, inappropriate for a funeral. Find out about these typographic personalities.

But don't be tempted to introduce multiple typefaces into your document. Two will do — at most . One a *serif* and one a *sans serif*. Discover which pairing work well together.
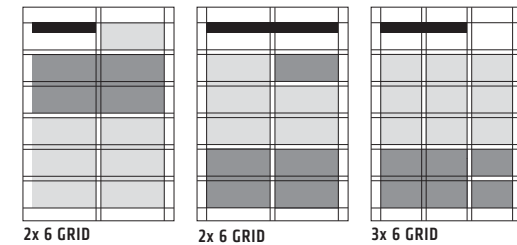
IMAGES

ZOOMED OUT   ZOOMED IN

Don't take screen shots from Google. They will be both low resolution and, very probably, illegal. Consider taking your own photographs. If you do, remember the old visual journalism adage — you can't get too close. But, as you can see above, the deliberate zoomed out (of Stravinsky) can be impressive, contrasting with the close up (of Dali).

COLOUR

THE TITLE MIGHT BE COLOURED

ALTERNATIVELY, THE STAND-FIRST MIGHT BE COLOURED. BUT NOT BOTH

THIS BOX COULD BE COLOURED WITH WHITE (REVERSED) TEXT ON TOP

There is definitely a danger in being seduced into using far too many colours, perhaps in an attempt to appear more interesting. Restrain your colour palette and use it with care.

The more you try to make everything stand out (headings, images, colour, typefaces), the less anything will stand out. Be selective and your message will be more apparent.

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GETTING BETTER

DO

• Start using a grid
• Analyse the widths of your columns
• Consider the tone of your chosen typefaces
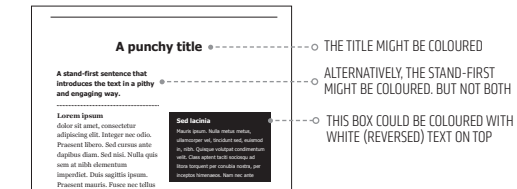• Use restraint in your designs

DON'T

• Use too many different typefaces
• Use too many colours
• Make your columns too short or too long
• Spread your white space evenly — concentrate on one area

TRY

• Study newspapers and magazines — copy what you like
• Explore PowerPoint with its guidelines for a grid
• Find a new, cheap layout app
• Add hand-drawn images to contrast with the digital page