

## VISUAL (BASICS)

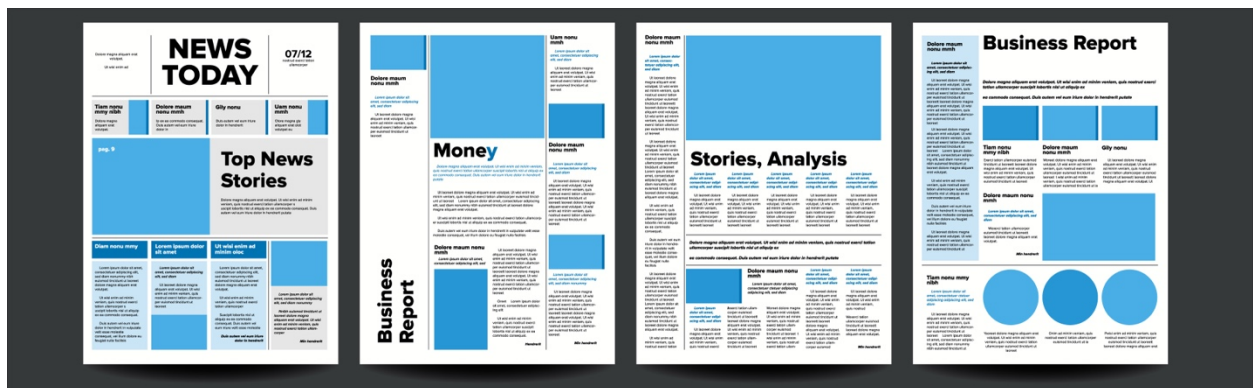
### LAYOUT

The layout of a document refers to its different parts which help to create the whole document. The elements of layout are:

- Background: refers to the area behind all objects.
- Foreground: refers to all items in front of the background.
- Margins; refers to the limitations placed on the top, bottom, left, and right.
- Page Orientation: refers to the direction of the document either portrait (top to bottom emphasis) or landscape (left to right/side to side emphasis).
- Objects: are visual elements existing independent of the background and appearing in the foreground (usually photos, graphs, and shapes – circles, squares, rectangles, triangles, etc.).
- White Space: (also called Negative Space) refers to the space around foreground objects. On a white background, the space appears white.
- Typeface/Fonts: refers to characters (letters, number, etc.) in the foreground or on top of other visual elements such as shapes.

In the image below, note the different elements of layout. Notice the white background which exists behind all of the foreground elements (e.g., the text, the blue rectangles and squares, the blue circles, etc.). Notice how white space surrounds text items to bring more attention to them (e.g., the NEWS TODAY headline, the Business Report feature on its side, the Business Report feature on the last page, etc.). Notice how the margins keep the document balanced on all of the pages and even blend into the different items to create the illusion of a smooth visual flow. Last, notice the size and positioning of the text. Notice the different text is presented in different styles: ALL CAPS, bolded, small, large, etc. All of these aspects relate to the overall layout of the document, and all of these elements have been placed and chosen strategically.

### Newspaper Layout (Image)



## COLOR

Color is a visual representation of the electromagnetic spectrum from the eyes into the brain. In other words, colors are produced by waves of light which the eye interprets and transforms into the color we see. Each color has a different wavelength/frequency and intensity.

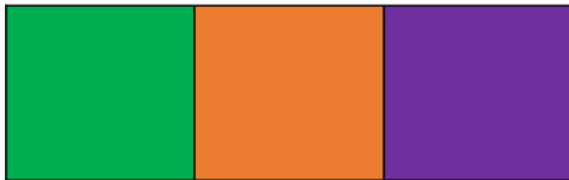
## PRIMARY COLORS

Yellow, Red, and Blue are Primary Colors, because you cannot create them with other colors. However, you can use them to make other colors (called Secondary Colors).



## SECONDARY COLORS

Secondary colors are colors made from Primary Colors. Yellow and Blue make Green. Red and Yellow make Orange. Blue and Red make Purple.



## TERTIARY COLORS

Tertiary colors, like secondary colors, are made from both Primary and Secondary colors. For example, Blue and Green make Blue-Green.

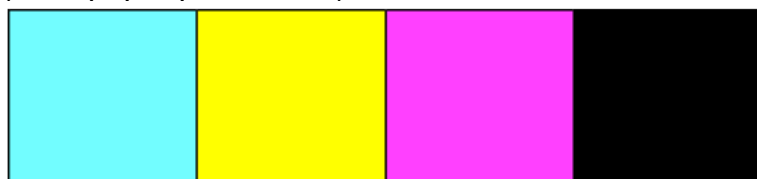
## RGB

Red, Green, and Blue are the primary color scheme used for electronic devices and computer screens.



## CYMK

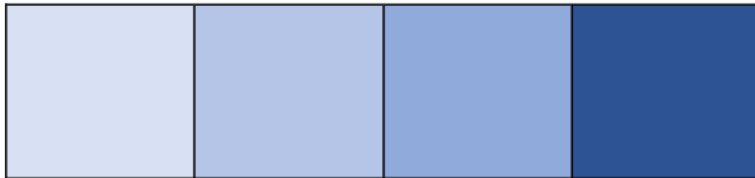
Cyan, Yellow, Magenta, and Black (K) are the primary color scheme used for printing (as in paper print colors).



## COLOR TERMINOLOGY

A few important terms regarding color:

1. Shade: refers to adding black to any color/hue.
2. Tint: refers to adding white to any color/hue.
3. Hue: refers to the purest form of the color
4. Monochromatic: refers to creating colors with tints and shades from the same color. Oftentimes, monochromatic color schemes are very pleasing to the eye.



## PROFESSIONAL COLOR GUIDELINES

Professional graphic designers use a few "rules of thumb" or guidelines when working with the layout of a document.

Here are a few of these guidelines:

1. Use a three-color (or four-color) color scheme

Professionals in graphic design typically use a color scheme. Colors (minus images) are provided to the background, foreground, and other elements. The color scheme is typically made of three to four colors.

2. Shades of the same color equal one color of the scheme. For example, multiple shades of blue still equal one color: blue. In a monochromatic color scheme, multiple shades of gray might help show a continuum from black to white.

3. Use a fourth/fifth color for emphasis

Sometimes, a graphic designer will add a fourth (or fifth) color to the scheme to emphasize something. We call this an "emphasis color."

## SYMBOLIC MEANINGS OF COLORS

Colors have symbolic and appropriate cultural meanings.

Red: Love

Pink: Young females

Purple: Mature females

Blue: Nature, Water

Green: Nature

White: Peace, Ceremonial Rites

Black: Evil, Modernity, Elegance

## PHYSIOLOGICAL REACTIONS TO COLOR

Humans experience involuntary physical and mental reactions to colors

Red: stimulates respiration, stimulates hunger, stimulates sexual arousal\*

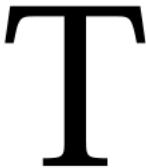
Blue: creates a perception of calm, stimulates production

Green: creates a perception of calm  
Orange: produces a lack of concentration  
Yellow: produces a lack of concentration and hyperactivity

(\*) Cited in a recent University of Rochester study of color. An article from the periodical, Science, explains this phenomenon in more detail: The Red Dress Effect (article) - <https://www.science.org/content/article/red-dress-effect>

## TYPOGRAPHY

Typography describes how a letter/number/character appears on the screen/paper. Serif typefaces (e.g., Times New Roman, Courier, etc.) are easier to read for multiple pages of text. The serifs of these typefaces make the letters appear closer together, which helps the eye to read this type easier.



Sans-Serif typefaces (e.g., Arial, Helvetica, etc.) are easier to read in more spontaneous situations. Sans-Serif (Sans coming from French meaning "without") is the font of choice for advertisements and billboards. Sans-Serif does not pixelate (or reveal pixelation) at larger sizes and prints more easily.



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## SIZE

Smaller typefaces are easier to read for younger eyes, and conversely, larger typefaces are easier for everyone to read.

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## WEIGHT

The "weight" of a typeface refers to its thickness. Bolded items are easier to read and attract more attention than regular items. Many fonts appear in differing weights.

Ultra-Light

Light

Regular/Book

Medium

**Bold**

**Extra Bold/Heavy/Ultra**

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## SPACING (KERNING & LEADING)

Type contains two types of spacing considerations with regard to the typeface. The first is Kerning. Kerning refers to the space between the characters (letters, numbers, and symbols). The second is leading. Leading refers to the space between the lines of type.

Kerning:

default: Text

wide: T e x t

Leading:

This text is on top.

(space between lines)

This text is on the bottom.

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## CASE

Case referring to the smaller case and larger case of a letter can be used for emphasis when needed. Proper nouns are often capitalized or given the larger case to the first letter of the word.

A = Upper Case/Large Case

a = Lower Case/Small Case

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## HIERARCHY OF TYPE

In most documents, the typefaces and their differing size (and weight) help to establish a visual (or typographic) hierarchy. This hierarchy consists of four groups:

### **HEADINGS**

Subheadings

Body Text

Fine Print

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## LEVELS OF HEADINGS

Properly using bolding, italics, capitalization, and underlining for headings and subheadings can be difficult; however, below is a model which can help you.

Each level presents more important information than the next. Notice how the weight and the highlighting (e.g., bold, italics, etc.) gives a higher degree of attention to the next. These different levels can help to create a visual and textual organization to your document.

**THIS IS A LEVEL ONE HEADING** (BOLDED, ALL CAPS)

THIS IS A LEVEL TWO HEADING (UNDERLINED, ALL CAPS)

*THIS IS A LEVEL THREE HEADING* (ITALICIZED, ALL CAPS)

THIS IS A LEVEL FOUR HEADING (ALL CAPS)

**This is a Level five Heading** (Bolded)

This Is a Level Six Heading (Underlined)

*This Is a Level Seven Heading* (Italicized)

This Is a Level Eight Heading [the default for regular text]

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Example: (Table of Contents)

**ADVANCED FIREFIGHTING TECHNIQUES** (BOLDED)

CHAPTER 1. Base Operations

CHAPTER 2. Internal Communications

CHAPTER 3. Suppression

CHAPTER 4. Forward Movement

Note: The Chapter headings/titles are in ALL CAPS.