

BASIC GRAPHIC DESIGN INFORMATION

FONTS

Fonts are types of lettering you use when creating any graphic design project. While there are many fonts they are divided into two basic categories.

Sans Serif - These are block fonts. They are used often for headlines and small text because they can be read easily. Here are some useful Sans Serif Fonts.

VERDANA

ARIAL

ARIAL BLACK

FRANKLIN GOTHIC DEMI

FRANKLIN GOTHIC HEAVY

IMPACT

Serif - These fonts have a small line attached to the end of a stroke in a letter or symbol. They are used for body copy or if you want something to look a bit classier, fancier or themed. Here are some useful Serif fonts.

GEORGIA

GEORGIA ITALIC

TIMES NEW ROMAN

COMIC SANS

COOPER STANDARD

HOBO

Other hints to good design of text

Use a hierarchy of type - this is used for best comprehension. Notice the top of this page. See how the heading is larger and bold, then it goes to a smaller headline and then to regular text. That is hierarchy. It helps break up what you want to showcase.

All Caps are generally reserved for headlines.

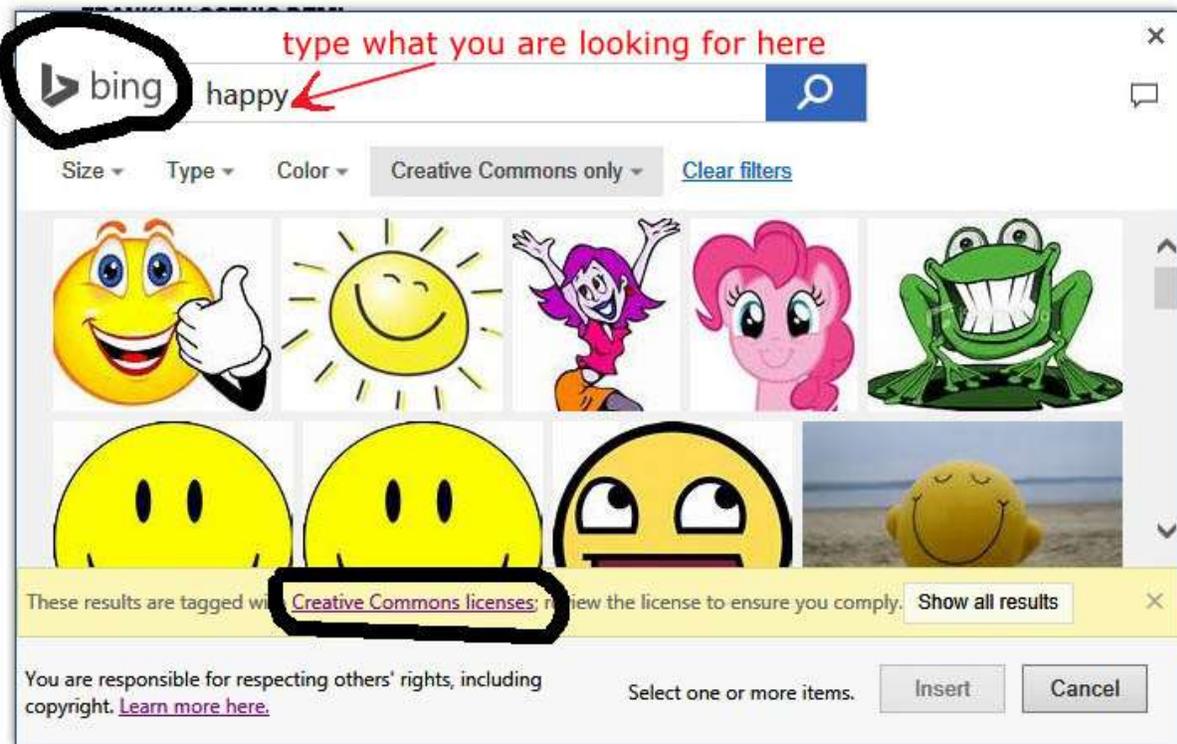
Stretching, squeezing, vertical, diagonal and backwards type is not recommended... and no one wants to see something upside down. While you may think it draws interest to the viewer, they are either irritated by it or think you made a mistake.

EMBLEMS and GRAPHICS

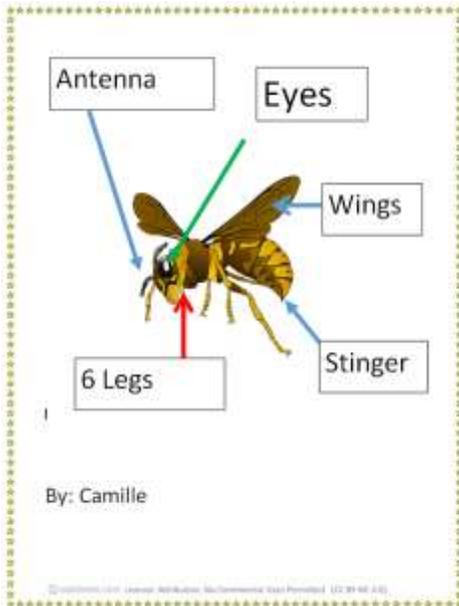
The 4-H emblem can only be used in certain ways. If you plan on using it, please read the following.

<http://florida4h.org/about1/files/nameandemblem.pdf>

While it's easy to grab a graphics object off a website, many of these are under copyright. It's best to either have your own graphics art disk create your own art, or to use ones that you know are under the creative common licenses. Here's a sample of where to look on the web.



FLOW and COLOR



Once you decide what art you will be using (if any) then you need to figure out the flow of your piece. Like the hierarchy of text, you want the viewers eyes to flow easily with the subject. Here are a few examples of a good flow to your piece.

As you can see, your eyes will see the word antenna first, then follow the arrow to the drawing where the antenna is and then it will move to the left and do the same along that path until you get to the legs. That is flow.

Another example of flow is the next picture. When you look at it you see the hands and they are facing up. Your eyes are drawn up the hands to the fingertips and then to the keyboard. Then you notice the color of the fingernails matches the color of the alphabetical keys that finger types.



Color is to be used to compliment. Using colored text sometimes can do the exact opposite of what you are trying to achieve. Look at the poster below. See how the yellow text gets lost? Best bet is to use black text, but if you must use colored text, be sure it is large, serif and easy to read.



INFORMATION

Along with the Hierarchy of text, and flow, your design must get the point across to the viewer. It can be done in many ways, but remember too much information can cause confusion. Be clear and concise and be sure your facts are correct.

PROOFREAD

Nothing can ruin a project more than typographic errors and bad grammar. Be sure to proofread. Have someone else look over your work. It's a proven fact, if you try to proofread your own work, you will see what you thought you wrote, not what you actually wrote.

