Donald Armel, Ph.D.    Edward Rushton, MFA
The Problem!

Everybody who can turn on a computer, thinks they are a designer.

What not to do!
Yuck 1
Too many fonts
Too many colors
Poor alignment
Distractive images

Yuck 2
Do not use light colors with white letters
Gray block is to close to the yellow.
Need I say more?

Lists of text should not be centered.

Too many fonts
Wow - where to start.
The original image has too many destructive buttons and arrows. It is not easy to follow the process - Step 1 and Step 2

When everything is highlighted as important - then nothing is more important.

There should be a hierarchy to information - most important to least important.

This is reflected in type by largest and bold to small and regular.
Besides Entire Inventory Sell-Off
what is important?

There is a lot of “stuff” that is big and bold and shouting for competition.
All capitals with an Old English font - bad
The rest is American Typewriter that has been stretched to fit.
Everything is centered.
All cursive and all capitals.
We do not read this and are not able to quickly recognize it.
I see five different fonts.
All capitals and too much information.
Some of this should be part of the advising session.
Engineering Studies Advisement
Spring Semester: March 2 - 10

- Sign up with your advisor before March 2
- 2+ sophomores and all RETP, see Dr. Jones
- 2+ freshmen A-L, see Dr. Lambert
- 2+ freshmen M-Z see Dr. Navaee

Simplify the content and say just what is necessary for the announcement.
The Solution

Good Type Use
Keep It Simple
Rules

No more than two fonts in a design!

Choose fonts that work well together.
Complement each other.
Convey a message or emotion.

Do not make your design look like a ransom NOTE!
Rules

Do not use all capitals!

NOW IS THE TIME FOR ALL GOOD MEN AND WOMEN TO COME TO THE AID OF THEIR COUNTRY. THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG TO CHASE THE OLD

Now is the time for all good men and women to come to the aid of their country. The quick brown fox jumped over the lazy dog to chase the old
Rules

Reading size is important!

Adult reading size preference is 9 pt. to 12 pt.

Now is the time for all good men and women to come to the aid of their country. The quick brown fox jumped over the lazy dog to chase the old gray cat.
Rules

For the main body to text choose easy to read or familiar fonts.

Roman fonts are first choice.

Now is the time for all good men and women to come to the aid of their country.

Now is the time for all good men and women to come to the aid of their country.
There are several trends in the retail market that are having an impact on the corrugated shipping container.

Legibility Experiment

This is a recreation of an old experiment of fonts.
As more graphics are applied to the exterior of the shipping case, more pressure is applied to the wall of the case, thus tending to ‘crush’ the fluted medium.
Legibility Experiment

Graphics and colors on shipping containers will get people's attention and there is also a need for one package,
It has been learned that upwards of seven individuals will see any message advertisement for the product than any other media.

Legibility Experiment

From these four examples, you can experience that the top half of letters are more important than the bottom half.
And you can see that Roman fonts are easier to read than sans serif.
Rules

Line should have between 6 to 12 words.
The line should not be too long or too short.
Comfortable length.

Now is the time for all good men and women to come to the aid of their country. The quick brown fox jumped over the lazy dog to chase the old gray cat.

Just Right
Now is the time for all good men and women to come to the aid of their country. The quick brown fox jumped over the lazy dog to chase the old gray cat.
Repetition (unity) and Contrast
Repetition (unity) and Contrast

How 'bout it, Pardner?

How'd you like to . . .
Wake up with the sun, pour yourself a cup of coffee,
and great out upon the open range from the steps of your ranch?

Can you imagine . . .
Spending the day eating beans beneath a cloudless sky,
patting a hard day's work—swinging a rope.

What if you could . . .
Work as cattleman, with your home as your
closest companion and threat no woman.

Ever wanted to . . .
Send for the boss that you've never met at the end
of a week's trail, to get your wages, drinking, and flying!

Would you like to . . .
See the sights of the world, from the top of a
mountain or in the sunlight?

It's all possible.
Live the life you've dreamed about—
Be a cowboy!

For more information, write to Rooster's Press
and start your life adventure at once.

www.roosterspress.com

Changing the headline from uprooted to fresh like a sage the room.
One More!

Fi yuo cna raed tihs, yuo hvae a sgtrane mnid too.
Cna yuo raed tihs?
I cdnuolt blveiee taht I cluod aulaclty uesdnatnrd waht I wsa rdanieg. The phaonmneal pweor of the hmuan mnid, aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it dseno't mtaetr in waht oerdr the ltteres in a wrod aer, The olny iproamtnt tihng is taht hte frsit adn lsat ltteer be in the rght pclae. The rset can be a taotl mses adn yuo cna sitll raed it whotuit a pboerlm. Tihs is bcuseae hte huamn mnid deos not raed ervey lteter by istlef, btu the wrod as a wlohe. Azamig huh? yaeh adn I awlyas tghuhot slpelng wsa ipmorantt! if yuo cna raed tihs forwrad it.
fsat
blal
werhe
Context matters in your ability to guess.
Thanks

Don Armel