



**THE NON-DESIGNER'S**

*Design Workshop*

**Barbara McNally** *for*

**Evelyn & Walter Haas Jr Fund**

**JUNE 2009**

[www.nondesigners.com/minicourse](http://www.nondesigners.com/minicourse)



# Research & Plan



[www.nondesigners.com/minicourse](http://www.nondesigners.com/minicourse)

#1 Develop a relationship with the content.

- Research, brainstorm, compost!
- Assemble, organize, understand
- Sketch, diagram
- The design process  
Research, thumbnails, rough comps, mock-ups, tight comps, production, final

For reference, please download the Design Process Overview on the Non-Designer's website.

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# Visual Understanding

- Hands on approach
- Get an overview, look for patterns
- Content structure
- Web design: Site structure

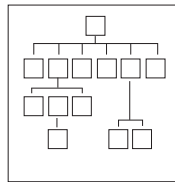
#2 Develop relationships within the content



Content Organization



Page Organization



Site Organization

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## Design Principles

- Focal Point
  - Eye flow
  - Balance
  - White space
  - Simplicity
  - Unity
- Information design:
- Hierarchy (conducts eyeflow)
  - Consistency
  - Appropriateness

#3: Help the viewer develop a relationship to the content



For reference, please download the Design Principles Cheatsheet on the Non-Designer's website.

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# Principles 1

## Focal Point

- Attracts attention, draws in reader
- Element with the strongest visual interest

## How-to

- One focal point per page
- Use photos, graphics, letters
- Emphasize by size, color, placement, isolation, movement

## Hierarchy

- Shows reader how information is organized and prioritized
- Acts as a "visual guide"
- Enhances the meaning of the content

## How-to

- Organize info from most important to least important
- Placement, type size and style, order of info on the page/site

## Eye Flow

- Focal point attracts reader, eye flow leads them in
- Guides reader through content

## How-to

- Use direction and placement of elements (text and graphics) to encourage reader
- Graphics, color, bullets, rules, movement (animation in web design) create eye flow.

## Before & After

- Let's view a before and after ad to see these principles at work.

# Principles 2

## Consistency

- Helps reader interpret content
- Creates unity in the design
- Adds strength to marketing materials

## How-to

- Be consistent with typefaces, size, spacing, graphic treatments, graphic elements, navigation elements, etc.
- Coordinate all collateral materials: Consistent use of logo, typefaces, color and design

## Balance

- Visual elements which create an even distribution of weight. Achieved by forces pulling in different directions whose strengths offset one another.
- Symmetry creates order and stability, formal look
- Asymmetry creates tension and dynamism, informal look

## How-to

- Squint at the design
- Look at it from a distance
- Move elements around, resize as necessary to achieve balance

## White Space

- Blank areas (negative space) help define the design
- Negative space is restful, keeps the reader from being overwhelmed
- Negative space creates its own shape: it's a design element to be used consciously

## How-to

- Use it to emphasize (ex. focal point) or to separate groups of info, to aid content organization and create visual appeal
- Consciously group and align information

# Principles 3

## Simplicity

- KISS: Keep it simple sweetie!
- Simplicity aids content and design

## How-to

- When in doubt, take it out!
- If an element does not help the content or the reader, remove it.

## Unity

- An effective design feels complete
- All the elements are brought together into a cohesive whole

## How-to

- All the design principles and techniques help create unity. Assess your design while referring to the principles. Strengthen the design by strengthening the C-R-A-P

## Appropriateness

- Is the design appropriate for: Audience, Topic, Purpose, Format, Limitations

## How-to

- Know your goal, your product/service, your audience, and purpose. Write it down and assess whether your design targets your goal.
- Know the final output: it determines how the piece should be produced.

Out with the Old..



And in with the NEW!!



"Kick Off" the New Year and Help Put THIS Woman "Onboard!"

## Shirlee Zane for Supervisor Campaign Kickoff

Sunday, January 6, 2008

3:00 pm to 5:30 pm

At a Lovely Historic Home

725 McDonald Avenue in Santa Rosa

Suggested donation is \$25

Delectable Gourmet Finger Food  
Local Wines from:

List wines here if we can and they are impressive

Live Music by:

Jack at the piano and xxxxxxxx on Flamenco Guitar

Sponsors:

Justice: xxxxxxxx, ddddddddddd, ggggggggg

Dignity: vvvvvvvv, gggggggg, iiiiiiiii, pppppppp, mmmmmmm

Empowerment: John, Joe, Suzy, Sally, George, Kelly

Compassion

Bill and Carol, Ted and Alice, Sue and Sam, Joyce and Edward  
Bill and Carol, Ted and Alice, Sue and Sam, Joyce and Edward, Jerry and Bill  
Bill and Carol, Ted and Alice, Sue and Sam, Joyce and Edward  
Ben and Wendy, Bill and Carol, Ted and Alice, Sue and Sam, Joyce and Edward  
Bill and Carol, Ted and Alice, Sue and Sam, Joyce and Edward

Please be a sponsor, your name will be recognized at the event

Justice (up to 16 tickets)	\$1,000	Empowerment (4 tickets)	\$250
Dignity (up to 8 tickets)	\$500	Compassion (2 tickets)	\$100

Please use the enclosed remit envelope and indicate how many will be attending.

Checks payable to Zane for Supervisor, 1585 Terrace Way, #535, Santa Rosa, CA 95404.  
Tickets will be held at the door. (707) 493-2246 Or pay online at [www.zaneforsupervisor.com/events.html](http://www.zaneforsupervisor.com/events.html)  
If you cannot attend, please consider making a donation to Shirlee's campaign.

# Shirlee ZANE

For 3rd District Supervisor



## Shirlee Zane for Supervisor Campaign Kickoff

Sunday, January 6, 2008

3:00 pm to 5:30 pm

725 McDonald Avenue

A lovely, historic Santa Rosa home

Suggested donation \$25

Delectable gourmet hors d'oeuvres and  
Sonoma County wines

Special Guest Senator Pat Wiggins

Live Music

Sponsors

Justice: Mickey Zane and Art Noe, Peter Kingston, Melodie & John McNulty,  
John and Jenny Webley

Dignity: Margo Merck

Empowerment: State Senator Pat Wiggins and Guy Conner, Michael Allen,  
Ken and Nancy Silveira, Stephen and Munece Harper, Wes Winter, Terry Hilton,  
Jean Schultz, Geza Kadar Jr. and Tara Harvey, Peter and Jeannie Robinson

Compassion: Bonnie & Timothy Burrell, Debra Fudge, Windsor Town Council,  
Michael Rendigh & Judith Redding, Dr. Carroll Estes, Bob and Shirley Harris,  
Lori Houston, David Grabb, Marsha Vas Dupre, SFJZ Trustees, Rev. Matthew and  
Rose Lawrence, Corrine Lorenzen, Mark and Jean Farmer, Mary Ruthdotter,  
Dr. Francisca Vazquez, Gina Nellor and Marilyn Chuek, Diana and Ben Klein,  
Pam Wallace, Dr. Allan Bernstein, Ellen & Michael Mundiell, Pat Sanborn,  
Mare O'Connell, Brenda Putnam, Bernie Schwartz, Cora Powers, Mary Rogers,  
Jane and Paul Doroff

Advisory Committee  
Wes Winter, Chair  
Stephen Harper, Co-chair  
Bonnie Burrell • Colleen Craig • Lori Houston  
Peter Kingston • Diana Klein • Gerry Lenox  
Corrine Lorenzen • Margo Merck  
Mare O'Connell • Pat Sanborn • Neva Turner

Please sponsor Shirlee Zane for Supervisor!  
Sponsors will be recognized at this event and on the website.

Please use the enclosed remit envelope  
to contribute and to RSVP for Jan. 6.  
Checks payable to Zane for Supervisor  
1685 Terrace Way, #535  
Santa Rosa, CA 95404

Purchased tickets will be held at the door.

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campaign. Thank you!



# Proximity

## LOST CAT!

Crook, a short-haired black cat, with a crooked tail.

No collar.

Missing since August 15th.



Crook, is a small cat. She has recently recovered from an injury to her tail. Crook has a spunky personality and we miss her a lot.

If found please call

577-8910

Thank you!

- Group together info that belongs together
- Create visual connections

### PURPOSE

- Helps organize
- Aids readability
- Unifies
- Adds graphic strength

### AVOID

- Too many separate elements, equal white space between elements

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# Proximity

Ralph Roister Doister (717) 555-1212

## Mermaid Tavern

916 Broad Street London, NM

Ralph Roister Doister (717) 555-1212

## Mermaid Tavern

916 Broad Street London, NM

## Mermaid Tavern

Ralph Roister Doister

916 Broad Street  
London, NM  
(717) 555-1212



ASSETS	2010
<b>Current Assets</b>	
Cash and cash equivalents	\$ 15,516,000
Receivables	
The David and Lucile Packard Foundation	31,649,000
Federal awards and other	786,000
Prepaid expenses and other	459,000
<b>Total current assets</b>	<b>48,410,000</b>
<b>Property - Net</b>	<b>79,865,000</b>
<b>TOTAL</b>	<b>\$ 128,275,000</b>

Proximity groups like elements together and creates relationships between elements




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# Alignment

## LOST CAT!

Crook, a short-haired black cat, with a crooked tail.

No collar.

Missing since August 15th.



Crook, is a small cat. She has recently recovered from an injury to her tail. Crook has a spunky personality and we miss her a lot.

If found please call

577-8910

Thank you!

- Create visual connections
- Make use of what exists

### PURPOSE

- Helps organize
- Aids readability
- Unifies
- Adds graphic strength

### AVOID

- Avoid using more than one alignment, avoid centering type

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## Focal Point

### LOST CAT!

CROOK, a short-haired black cat, with a crooked tail.

No collar.

Missing since August 15th.

CROOK, is a small cat. She has recently recovered from an injury to her tail. Crook has a spunky personality and we miss her a lot.

If found please call  
**577-8910** Thank you!



- Attracts attention!
- Create a focal point by its placement, and/or size, color, isolation

#### PURPOSE

- Creates visual interest: gets the eye to the page
- Aids hierarchy: shows the reader where to begin

#### AVOID

- More than one focal point

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## Focal Point



A focal point should intentionally grab the reader's eye and provide something worth looking at.

evelyn & walter HAAS, JR. fund

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## White Space

### LOST CAT!

CROOK, a short-haired black cat, with a crooked tail.

No collar.

Missing since August 15th.

CROOK, is a small cat. She has recently recovered from an injury to her tail. Crook has a spunky personality and we miss her a lot.

If found please call  
**577-8910** Thank you!



- Organizes the info
- Restful areas of design

#### PURPOSE

- Helps organize
- Aids readability
- Add visual interest

#### AVOID

- Trapped white space
- Equal white space between elements

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# White Space

Table of Contents

- What's New in the Workbook 2
- History of the Cooper's Notebook 8
- Cooper and the Great Sun 10
- Annual Welcome to the Notebook 16
- Building Love-Care (and Other) Cooper Notebook 20
- Thoughts on Cooperative Design: Planning and Inspiring Success 24
- Multiple Stakeholders and Emerging Technologies 28
- 30 Minutes of Cooperative Design 32
- Clear and Sustainable Paths for 2020's Success 36
- Project Status 38
- Notes and Captions 40
- Index 42
- How to Use the Workbook 44
- Technical Information 48
- Informational Support Request 50
- Board of Cooper's 52



Treat white space as an important design element. It organizes, unifies and aids eye flow. Organically shaped space that flows through and/or around the design is best.

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# Take it further!

## LOST CAT!



**CROOK**, a short-haired black cat, with a crooked tail.  
No collar.  
Missing since August 15th.

CROOK, is a small cat. She has recently recovered from an injury to her tail. Crook has a spunky personality and we miss her a lot.

If found please call  
**577-8910** Thank you!

## LOST CAT!



**CROOK**, a short-haired black cat, with a crooked tail.  
No collar.  
Missing since August 15th.

CROOK, is a small cat. She has recently recovered from an injury to her tail. Crook has a spunky personality and we miss her a lot.

If found please call  
**577-8910** Thank you!

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# Quiz: B & A samples

- Your turn to talk!
  - Let's assess a few simple redesigns and a couple of websites.
  - Words are empowering: specifically state how the design principles and techniques are applied.
- Before & After examples

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# Before & After

## REDUCING YOUTH VIOLENCE THROUGH OPPORTUNITY, PREVENTION AND PARTNERSHIPS

1. ANALYZE THE YOUTH VIOLENCE PROBLEM
2. ASSEMBLE LINKED, PURPOSEFUL PARTNERSHIPS
3. MOUNT AN AMBITIOUS COMMUNICATIONS EFFORT
4. GO TO SCALE WITH *OPPORTUNITIES* FOR YOUTH AT RISK OF VIOLENCE
5. RESPOND TO THOSE GANGS/GANG MEMBERS THAT CONTINUE TO BE VIOLENT

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## Reducing Youth Violence Through Opportunity, Prevention and Partnerships

1. Analyze the youth violence problem
2. Assemble linked, purposeful partnerships
3. Mount an ambitious communications effort
4. Go to scale with *opportunities* for youth at risk of violence
5. Respond to those gangs/gang members that continue to be violent

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# Before & After

## Giving and Receiving Constructive Feedback

### Modeling the behavior

Role Play by HR – 'cause Jennie and Bob know how it *should* be done!

(Be sure to take plenty of notes)

cren & walter HAAS, JR. food

## Giving and Receiving Constructive Feedback

### Modeling the behavior

Role Play by HR – 'cause Jennie and Bob know how it *should* be done!

(Be sure to take plenty of notes)

cren & walter HAAS, JR. food

## Coaching

cren & walter HAAS, JR. food

## Coaching

cren & walter HAAS, JR. food

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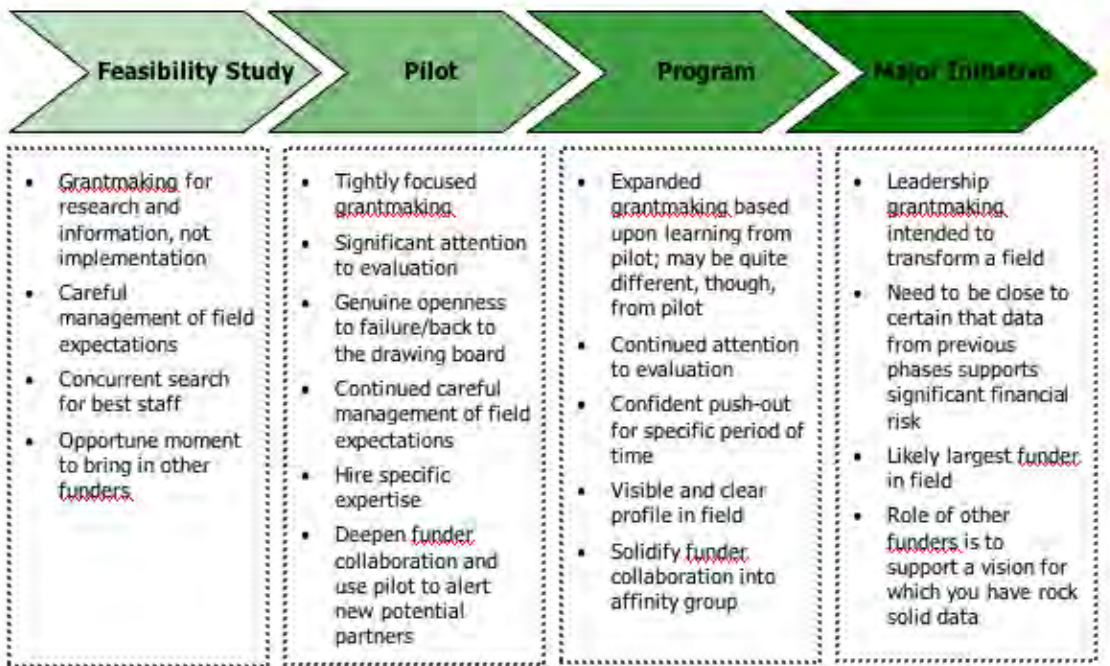
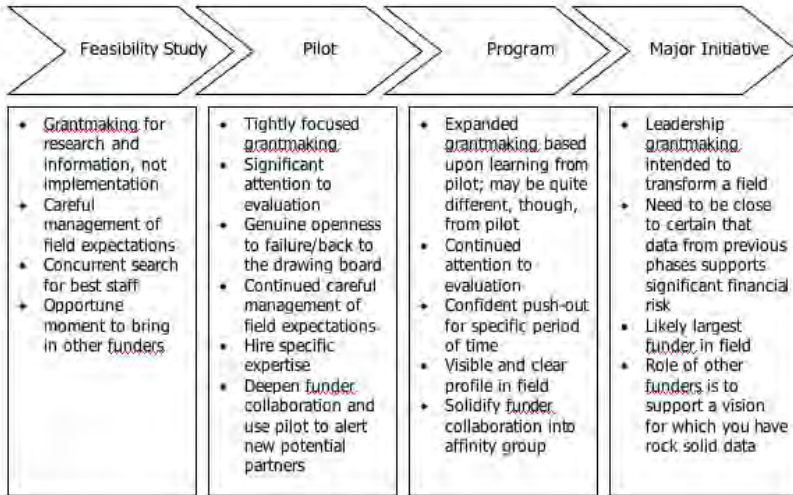
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# Before & After



Can you spot another change I made to help the readability of this diagram?

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# Size Contrast

D O N ' T B E A  
**WIMP**  
A N O T H E R  
**newsletter**



- Don't be a wimp!
- Lowercase can be set larger than capitals
- White space
- Graphic appeal
- Repetition
- Helps create hierarchy

### Travel Tips

1. Take twice as much money.
2. Take half as much clothing.

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# Weight Contrast

Gill Sans Light      Novarese Book  
Gill Sans            Novarese Medium  
Gill Sans Bold      Novarese Bold  
Gill Sans Extra Bold    Novarese Ultra

**Group Volunteering**  
Volunteer groups of ten or more people are welcome! If you are interested in organizing a group to volunteer at the Festival, email us at [volunteer\[at\]sterngrove\[dot\]org](mailto:volunteer[at]sterngrove[dot]org).

**Corporate Volunteer Teams**  
Stern Grove Festival welcomes corporate volunteer teams. Over the years, teams from Accenture, Target, Marriott, and more have volunteered with the Festival. It's a fun day out and a great team-building opportunity. Contact us for more information.

- Don't be a wimp!
- Effectively organizes
- Adds graphic appeal
- Use repetitively

**DONATE**  
GENEROUSLY

LEND A HAND | TAKE A STEP | VOLUNTEER

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# Structure Contrast

You can't let  
the seeds  
**stop you**  
from enjoying  
*the watermelon.*

- Don't be a wimp!
- Use repetitively
- Creates visual interest
- Aids organization



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# Form Contrast

**Work Hard**  
THERE IS NO SHORTCUT

**Work Hard**  
*There is no shortcut*

**Work Hard**  
There is no shortcut

- Caps vs lowercase
- Roman vs italic
- Expanded vs condensed



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COLEMAN ADVOCATES for Children and Youth

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# Direction Contrast

**Experience**

teaches you to recognize a mistake—when you've made it again.



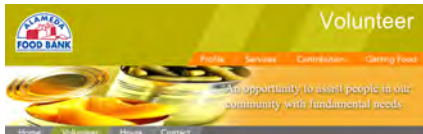
Use angled type sparingly!

- Don't be a wimp!
- Angled type
- Every body of type has a direction
- Creates visual interest and organization

Never event  
VOLUNTEER

Much Better!  
VOLUNTEER

A line of type has a horizontal direction.  
A tall thin column of type has a vertical direction




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# Color Contrast

Now is the time for all good people to come to the aid of their planet.

Now is the time for all good people to come to the aid of their planet.

**Now is the time for all good people to come to the aid of their planet.**

- Typefaces have color even in b&w!
- Layout choices: leading, letterspacing
- Warm colors come forward, cool colors recede (*can use more*)
- Creates visual interest and organization

evelyn & walter HAAS, JR. fund

Now is the time for all good people to come to the aid of their planet.

Now is the time for all good people to come to the aid of their planet.

A light airy typeface with letterspacing and linespacing creates a light color and texture.  
A bold sans serif, tightly packed, creates a dark color with a different texture.

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# Typography Definitions

TYPO  
GRA  
PHY  
ROC  
KS

- **Legibility:** how easy it is to recognize each letter in a typeface design. Legibility is inherent in the type design.
- **Readability:** how easy it is to peruse and read text. Readability is in the designer's hands.
- **Type Refinements:** details that create professional looking type.

## 5 READABILITY & REFINEMENTS

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## Legibility

- Factors that affect legibility



**Letter shape:** simple and familiar  
**X-height:** height of l/c letters minus ascenders and descenders  
**Negative space:** interplay of strokes and counters

- Which typefaces listed are the most legible?

<b>Bodoni Poster</b>	Syntax	<b>Isbell</b>
New Century Schoolbook		Arial
Papyrus	Whimsy	⊕UCM
Times New Roman	Bookman	Onyx

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## Readability Guidelines

**Text:** Serif type for print; sans serif for screen

- **Print:** Serif for body copy  
 San serif for heads & subs, 10-12 words per line

Syntax subhead  
Palatino text

**Creating Energy**

Eat a good breakfast. Yes, it's the kind of advice you got from your mom. And it's still good advice. A healthy breakfast fuels you for the day and helps you avoid that mid-morning slump.

- **Web:** Sans serif for body copy, 8-10 words per line  
 Sans or sans serif for heads & subs

Georgia is a serif face designed for the web. Verdana is a sans serif face.

**Creating Energy**

Eat a good breakfast. Yes, it's the kind of advice you got from your mom. And it's still good advice. A healthy breakfast fuels you for the day and helps you avoid that mid-morning slump.

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# Readability Guidelines

## Point Size

- Print: 9-12 point  
Type with a larger x-height will appear larger than the same size type with a smaller x-height

## Antique Olive

Bernhard Modern

## Alignment

- Left alignment or Justify lengthy text  
Left alignment creates organic white space  
Justify fits more text and looks more formal  
Left align headlines and subheads too!
- One space between sentences

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# Readability Guidelines

## Upper and lowercase letters

- Lowercase words have a recognizable word shape, all caps do not

recognizable coastline

NO COASTLINE

## Type Styles

- Small amounts of bold, italic, CAPS, no underline.  
Type style changes disrupt the text color causing the reader's eye to jump around.

### Creating Energyy

Eat a **good** breakfast. Yes, it's the kind of advice you got from your mom. And it's still *good advice*. A healthy breakfast **fuels you for the day** and helps you AVOID that mid-morning *slump*.

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# Readability Guidelines

## Leading

- Linespacing (leading) guides the reader's eye from one line of text to the next.
- Too little space makes it harder to find the next line, too much space and the reader may wander away!
- Type with a larger x-height needs more leading than type with a smaller x-height

Eat a good breakfast  
Drink plenty of water  
Breathe deeply  
Make time for fun

Eat a good breakfast  
Drink plenty of water  
Breathe deeply  
Make time for fun

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# Readability Guidelines

## Spacing

- Paragraph space or indents, not both.
- A subhead should be closer to the text that follows it than to the text that precedes it.
- The first paragraph following a subhead does not need an indent

Trapped white space

### Creating Energy

Eat a good breakfast. Yes, it's the kind of advice you got from your mom. And it's still good advice. A healthy breakfast fuels you for the day and helps you avoid that mid-

### Creating Energy

Eat a good breakfast. Yes, it's the kind of advice you got from your mom. And it's still good advice.

A healthy breakfast fuels you for the day and helps you avoid that mid-morning

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# Readability Guidelines

## Color

- Strong contrast with background
- Type color: affects readability, on the web: easily confused as link.

The less contrast there is, the harder the text is to read

### Creating Energy

Eat a good breakfast. Yes, it's the kind of advice you got from your mom. And it's still good advice. A healthy breakfast fuels you for the day and helps you avoid that mid-morning slump.

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# Readability Guidelines

## Break the rules!

- If you break the rules, compensate for it. For example, if you set type over a background, use a larger point size on a shorter line length.

### Creating Energy

Eat a good breakfast. Yes, it's the kind of advice you got from your mom. And it's still good advice. A healthy breakfast fuels you for the day and helps you avoid that mid-morning slump.

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# What's Wrong?

## Confidence

Confidence ignores "No Trespassing" signs. It is as if he doesn't see them. He is an explorer, committed to following his own direction. He studied mathematics in France and still views his life as a series of experiments. The only limits he respects are his own. He is honest and humble and very funny. After all these years, his sister doesn't understand why he still skates with Doubt.

## Change

Change wears my sister's moccasins.  
He stays up late and wakes up early.  
He likes to come up quietly  
and kiss me on the back of the neck  
when I am at my drawing table.  
He wants to amuse people  
and it hurts him when they yell at  
him. Change is very musical,  
but sometimes you must listen  
for a long time before you hear  
the pattern in his music.

## PERSEVERANCE

IS THERE A SCHOOL WHERE PERSEVERANCE TEACHES CLASSES?  
I want to meet him face to face and see what he looks like, I have heard so much about him. It is not that I want his feedback. I am sure he would tell me to "keep working," and I already know that. It is not just me either. Offhand, I can name at least three friends who are as curious as I am. One is a scholar, one is a writer, and the third is a young parent. I would write Perseverance a letter inviting him to come here and teach at the neighborhood school, but no one around here knows where he lives or how to find him.

I read somewhere that they were trying to hire him to co-host a PBS series on the creative process, but he would have none of it. Says he is shy in front of cameras. Truth is, he turns down all offers which distract him from his work.

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# Beautiful Punctuation

"It's not true! I didn't do it,  
nobody saw me, you can't  
prove anything!" inch & foot marks

"It's not true! I didn't do it, nobody  
saw me, you can't prove anything!"  
smart punctuation

- Real quotes and apostrophes (often found in Preferences)

**HTML code**  
Opening quote &#147  
Close quote &#148

- Hanging punctuation

"It's not true! I didn't do it, nobody  
saw me, you can't prove  
anything!"

Hanging punctuation is for pull quotes and other large type settings. Not for body text.

**"Your attitude  
is your life."  
—Robin Williams**

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# En & Em Dashes

May–June, 1–5 p.m., Now–Never  
Let's work on your computer—  
oh no—it's a PC!

THE NON-DESIGNER'S BOOK  
—ROBIN WILLIAMS

- En dashes: indicate duration (Alt/Option-hyphen)  
No spaces before or after Thin space or kern if desired
- Em dashes: indicate a change in thought (Alt/Option-Shift-hyphen)  
No spaces before or after Kern if desired
- InDesign: Type menu-Insert Special Character-Em/En Dash

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# Avoid Widows & Orphans

**Less than seven characters in the last line of a paragraph.**

Widows and orphans are very common in newspapers. The last line of a paragraph stranded by itself at the top of a new column or page is called an

orphan. How to tell a widow from an orphan? Orphans are all alone, widows have other lines of the paragraph.

- **Widow:** seven characters or less in the last line of a paragraph. Hyphenated widows are the worst!
- **Orphan:** last line of a paragraph stranded by itself at the top of a new column or page.

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# Kerning Type

Kern closer: Curves and verticals, or two diagonals

To Yo Po WA  
To Yo Po WA  
AT OO OV P.O.  
AT OO OV P.O.

Kern apart: verticals

IN ti rn IL il ll  
IN ti rn IL il ll

- Kern large type: create optically equal spacing between letters

Workshop  
Workshop

Note: Not all software has kerning options.

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# OpenType

BARBARA McNALLY  
755 Tzabaco Creek Road  
Geyserville, CA 95441  
Fake small caps

BARBARA McNALLY  
755 Tzabaco Creek Road  
Geyserville, CA 95441  
True small caps and oldstyle numbers—sweet!

FYI: Adobe.com  
OpenType Tutorials  
for both InDesign and  
Illustrator

- OpenType fonts offer:
  - True Small Capitals
  - More ligatures and alternates
  - Oldstyle Numbers
  - Fractions
  - Mathematical Symbols
  - Foreign Currency Letters and Symbols

# Dynamic Typography



- Treat type graphically to create visual interest
- Use strong type contrasts
- Maintain readability
- Refinements: real quotes, apostrophes, dashes
- Kern type: create optically equal spacing between letters

Employee HANDBOOK



*Thank you!*

*Questions or comments  
please email  
ohbarb@sonic.net*

[www.nondesigners.com](http://www.nondesigners.com)