

Lin Laurie

# Word Styles

Week 1



## What is a theme?



A theme contains a variety of styles that make up the look and feel of a document.

It contains a set of formatting choices that can be applied to an entire document and includes theme colors, fonts, and effects.

## So what is a template?

A template is a file that serves as a starting point for a new document. When you open a template, it is preformatted in some way. For example, you might use a Word template that is formatted as a business letter. Templates can either come with a program or be created by the user.

## What are Styles?

- A collection of formatting instructions
- Attributes that impact how text appears on your pages or screen

# Examples of Styles

## A style can contain:

- A typeface or font (Calibri, Times, etc.)
- Font sizes
- Character options (such as bolding or italics within a sentence)
- Bullets or numbers
- Indents or other alignment specs
- Page, column, or other break attributes

*This isn't an all-inclusive list.*



## 50 ELEMENTS FOR GOOD PAGE DESIGN

There are actually 50 elements for good document design according to

<https://thevisualcommunicationguy.com/2014/10/23/the-50-most-important-rules-of-document-design-color-crayon-tip-method/>.

Link to his site and check out what he says about all 50 areas.





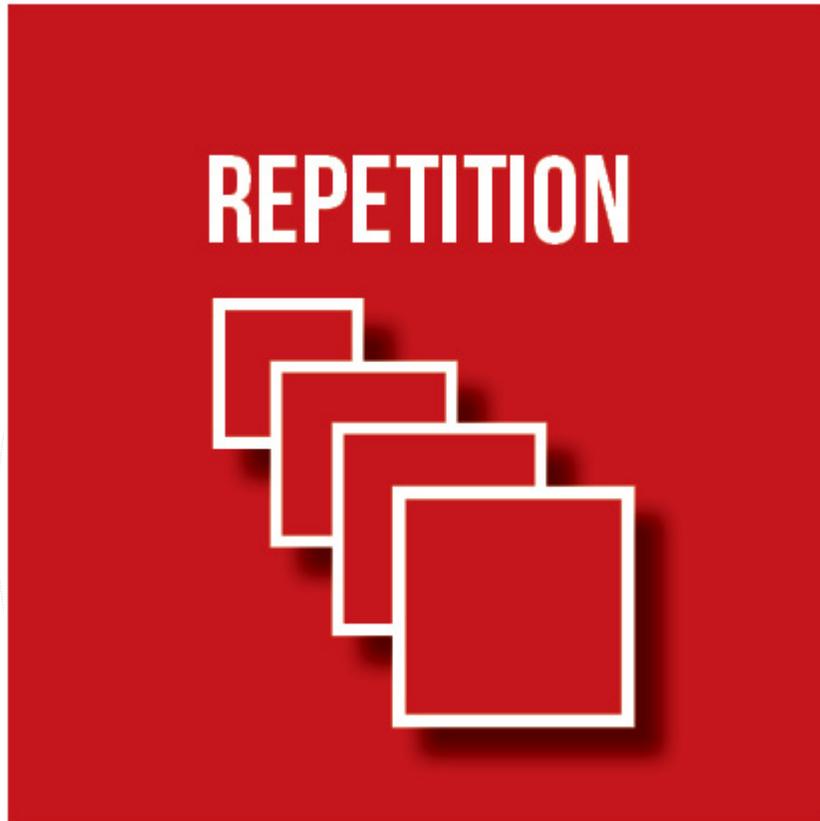
## Contrast

If it's different, make it *very* different.

- **Basic Rules for Designing with Contrast**
- Make Things Different
- Use Highlighting Techniques
- Contrast the Size
- Contrast the Typefaces
- Contrast the Tints and Shades
- Contrast the Space and Position
- Consider Overlays and Watermarks

# Contrast.

- Make different elements of a document **SIGNIFICANTLY** different. That goes for color, font size, typeface, shapes, etc. Think about it, if you use a 12-point font in one place and a 13-point font in another, it is so similar, the reader will think you made a mistake. If you use two typefaces that are really similar (or two colors), the same phenomenon happens. So make them obviously different. Always.
- When working in black and white, make sure that you use the entire scale of black and white in your photo. This means that the blackest black and the whitest white should show up at least somewhere in the document. If your whitest white or darkest black look a hint gray, adjust the contrast. Trust me, it will look better.
- Don't do ALL CAPS to create contrast. You are much better off just increasing the font size. Generally speaking, people don't like looking at all capital letters. It can look like you are yelling and, more importantly, it can actually be harder to read, especially for large blocks of text.



Check out Robin Williams talk about [Repetition and Consistency](#).

## Repetition

Repeat. Repeat. Repeat.

### **Basic Rules for Designing with Repetition**

- Be Strategically Repetitious
- Repeat within Documents
- Repeat Across Suites
- Repeat around Spaces
- Repeat Universals
- Repeat Similarity
- Create Visual Cues
- Establish Consistency
- Mimic What's Familiar
- Follow the Guide

# THANK YOU

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