



HARNESSING THE POWER OF VISUAL

CAMERON ROMNEY

DESIGN PRINCIPLES

- Make **IMPORTANT** things stand out
- Use alignment to **CONNECT** things
- Things that go together should be **NEXT TO** each other
- Use repetition to signal **IMPORTANT** things
- Make **ALL** of your materials look the **SAME**
- Keep your materials as **SIMPLE** as possible

DESIGN ELEMENTS

- Use the font students are **FAMILIAR** with
- Use a font with good **LEGIBILITY**
- Use fonts with **PURPOSE**
- Set the typeface at a **LARGER** size
- Leave as much **EMPTY** space as you can
- Use lines and shapes to **SEPARATE** elements and **EMPHASIZE** important things
- Use **INSTRUCTIONAL** or **STRONG** supportive images only
- Use as **FEW** graphics as possible
- Try to **MATCH** the visual design to your textbook

