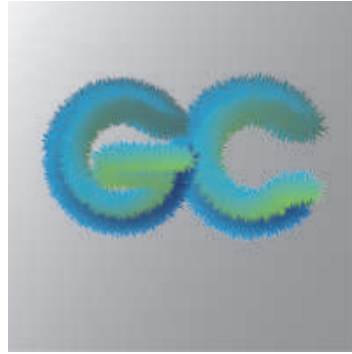




Grace Crompton
Graphic Design
Portfolio

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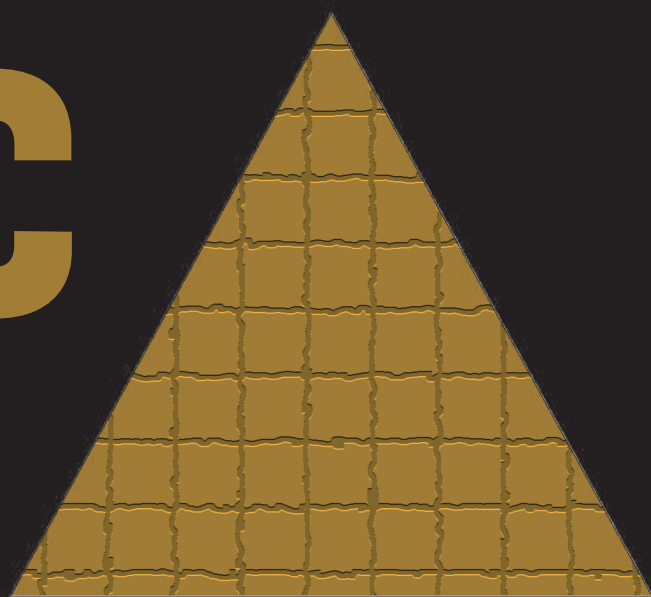
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brochure 2017

175mm

34mm

175mm

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brochure 2017

248mm

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Brochure 2018



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Brochure 2018



*Brochure
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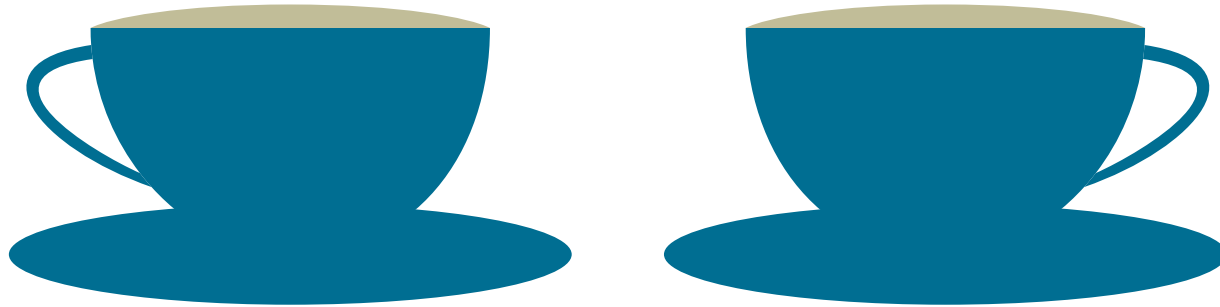
Title Font - Historia Script Demo

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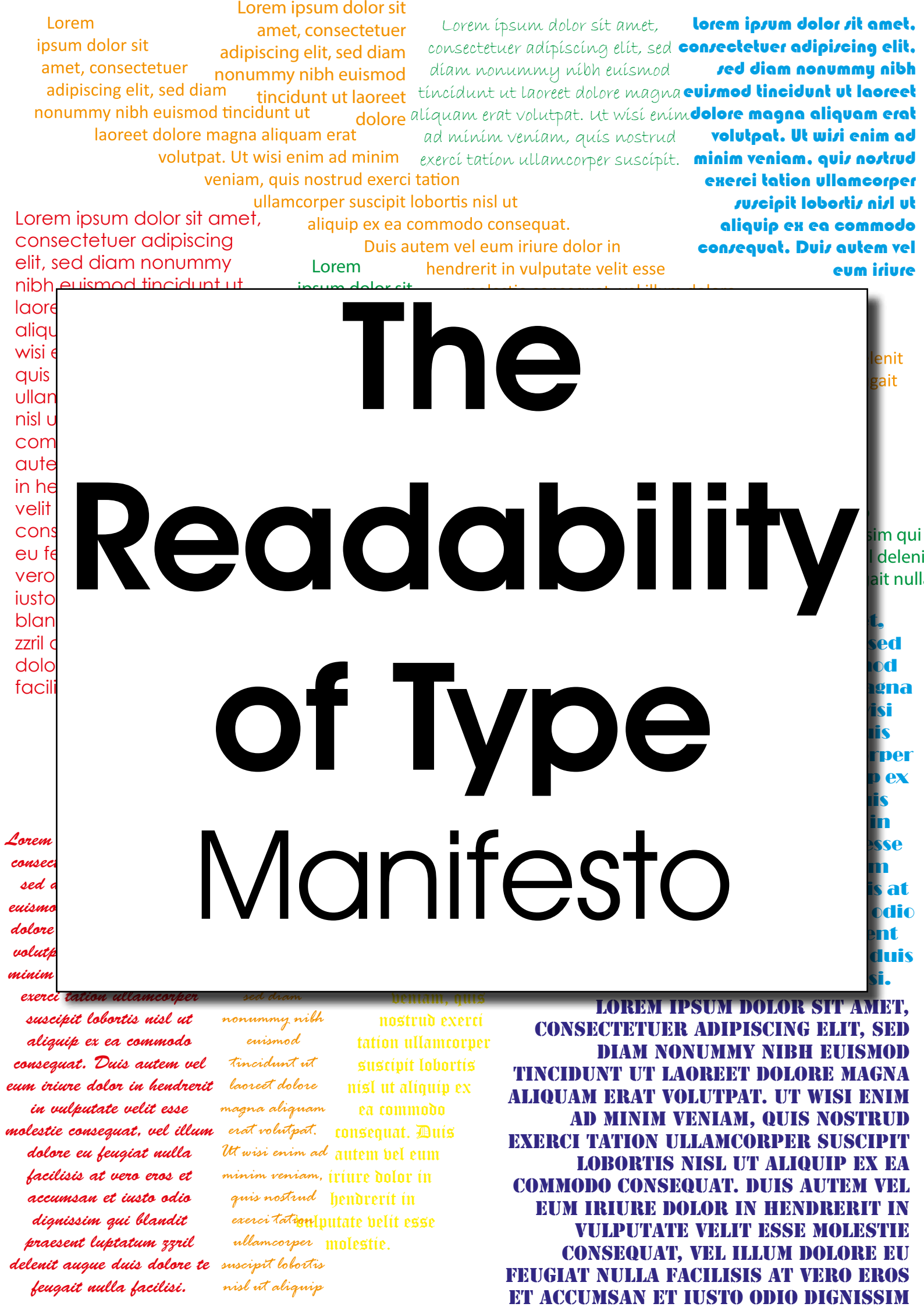
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The Readability of Type Manifesto

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As a Graphic Designer in training seeing teachers and students using type in the wrong way makes me feel a bit sick.

So in this manifesto are a few key things you should know when preparing documents yourself.

Contents

1 - My Rules and Regs

2 - Examples

3 - More Examples

4 - Overview

***“There are three responses to a piece of design –
yes, no, and WOW! Wow is the one to aim for.”
– Milton Glaser***

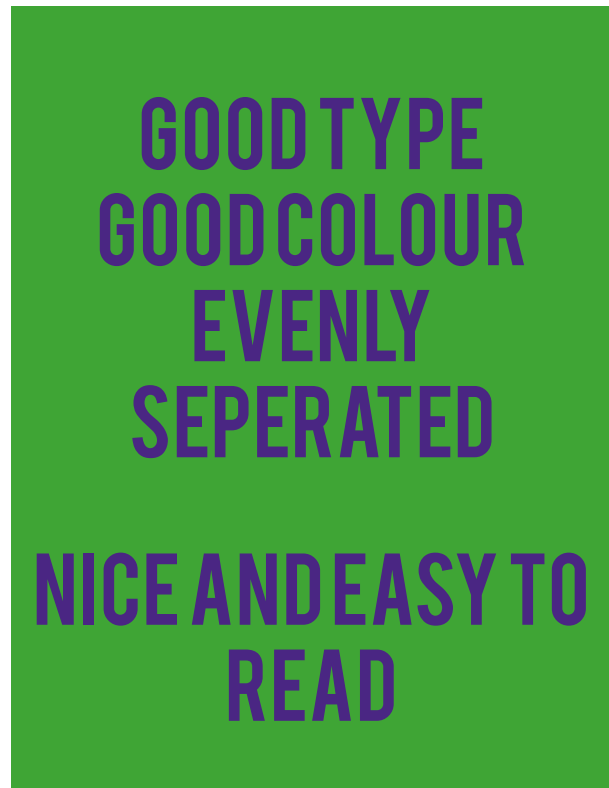
My Rules and Regs

Now the general rules of thumb according to myself are:

- Don't have your text too close together in your page design! It can make the page seem cramped and unreadable therefore not enticing your reader.
- **DO NOT** and i repeat **DO NOT** use more than one typeface it just looks awful. Instead try using different styles i.e. bold and italics
- Don't use too many vivid colours - it can be distracting and harsh on the eyes.
- Make sure there is enough room between text and images - don't want to loose your text!
- If you **MUST** use different font types to distinguish your text use the same style i.e. sans or sans serif
- Match colours that work well together and can be visible when using text e.g. green & purple.

"It's through mistakes that you actually can grow. You have to get bad in order to get good." – Paula Scher

Examples



Now which of these would i say is better? the right obvisouly works much better, i mean i can't even read what has been put on the left, it's just a mess and should not be happening!

"The key to great ideas is not having them, it is executing them. And great ideas come from problems. As designers we call problems, briefs and we call reactions to problems, concepts." – Kate Moross

More Examples



There is an argument here that the left does look ok but i guess this would depend on what the use of the type is, are you conveying a message? or are you displaying information? The right would therefore be the option for the type of work you will be doing as a teacher or student you need to display text carefully and professionally.

"But I find that for myself, without exception, the more I deal with the work as something that is my own, as something that is personal, the more successful it is." – Marian Bantjes

Overview

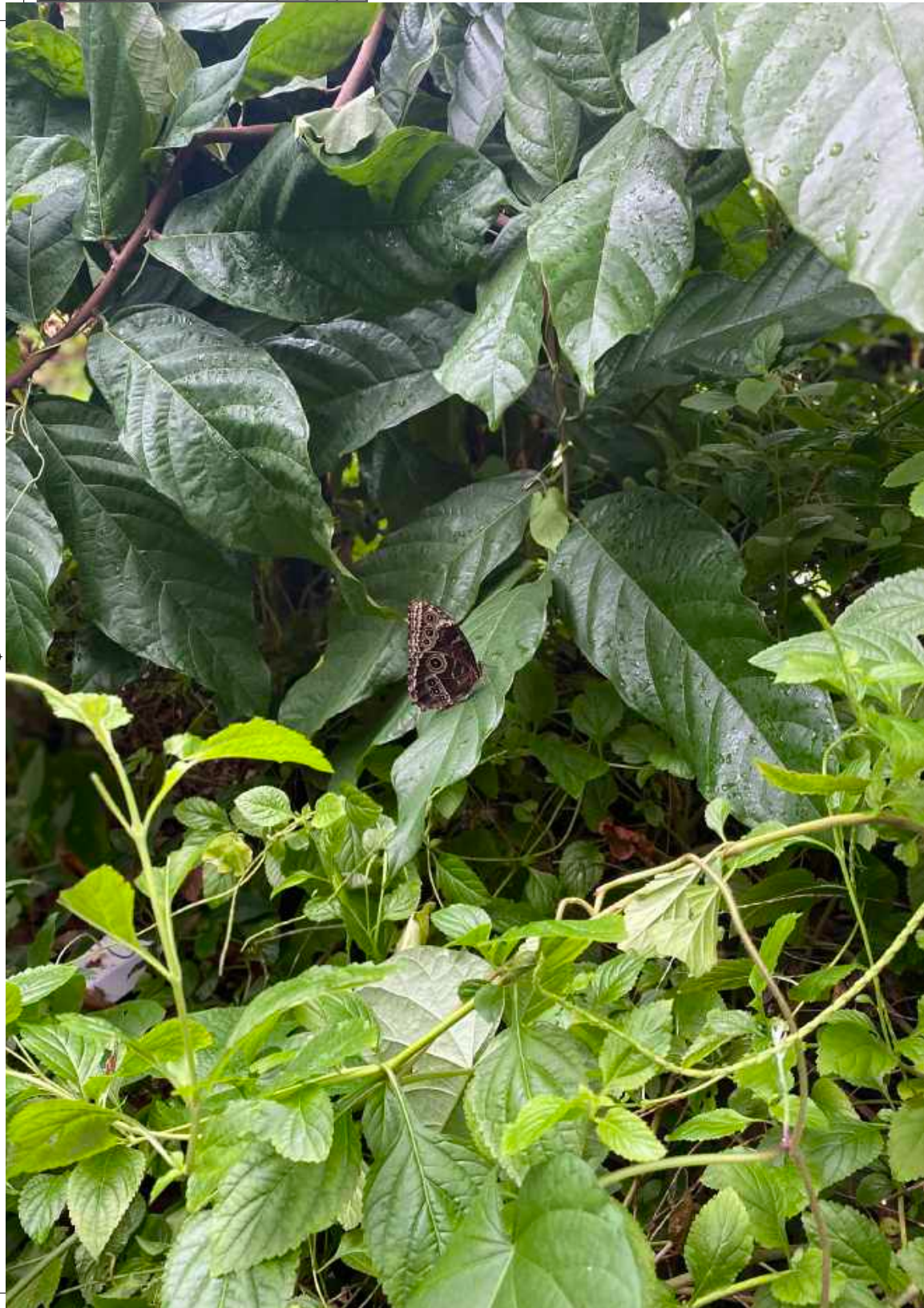
What have we learnt then?

Take more time to look at your text and colour choices in your document and designers like me won't suffer anymore. No longer will we nearly vomit and have to re-do your work completely just to make it look good. You can put a stop to it just by paying more attention!

"I want to make beautiful things, even if nobody cares, as opposed to ugly things. That's my intent." – Saul Bass

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