# My Home for Visual Design

October 2016

## Fonts: Arial or Verdana

Arial or Verdana are the best choices for font styles. They are easily read. Avoid Times New Roman and script fonts because they have detailed sanserif (feet) and are difficult to read.

## Font Size: Documents 16pt heading & 12pt body / Presentations= minimum 40pt heading & 32pt body

Word documents should include a 16 point heading and 12 point text for the body. PowerPoints presentations should include a heading font that is 40 points or larger. The text in the body of a presentation should never be smaller than 32 points.

## Color: Contrasting

Combine **bold** with **color** for emphasis and readability. Never use color alone to show importance. Not every person can see color. Select background and font colors that have contrast for visibility. Black text and a white background is a perfect example.

Color Wheel: <http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm>

Contrast Analyzer: <https://www.paciellogroup.com/resources/contrastanalyser/>

## Images/Graphics: Support Content

Pictures and graphics must serve a purpose by supporting the content. Select a quality image and include a description also called alternative text (alt text). Every image in a document, presentation, and email should have a description (alt text) included.

***Activity: add a graphic description in PPT,*** *select the image, select* ***Format Picture,*** *expand the Picture Style menu, select* ***Alt Text,*** *and type the title of the image and a description.*

## Layout: Simple and Consistent

Keep the layout simple and consistent. Avoid overcrowding a PowerPoint. Limit a slide to a title and a few bullet points. Graphics should be relevant to the presentation. White space on the page provides a clean look.