

Visual Rhetoric

Based on Material from Ball, Cheryl E.,
and Kristin L. Arola. visualizing
composition Boston: Bedford/St. Martin's
Press.

<http://ix.bedfordstmartins.com>

Design Principles

- Arrangement/Layout
- Alignment
- Consistency
- Font
- Color
- Contrast

Alignment

Left Align

Stunningmesh is the best place for those persons who wanted to become Graphic/Web Designers. Here you will learn Graphic/Web Designing from the scratch. Even those persons who don't have enough knowledge about Computer, So some basic knowledge would be enough for you.

Right Align

Stunningmesh is the best place for those persons who wanted to become Graphic/Web Designers. Here you will learn Graphic/Web Designing from the scratch. Even those persons who don't have enough knowledge about Computer, So some basic knowledge would be enough for you.

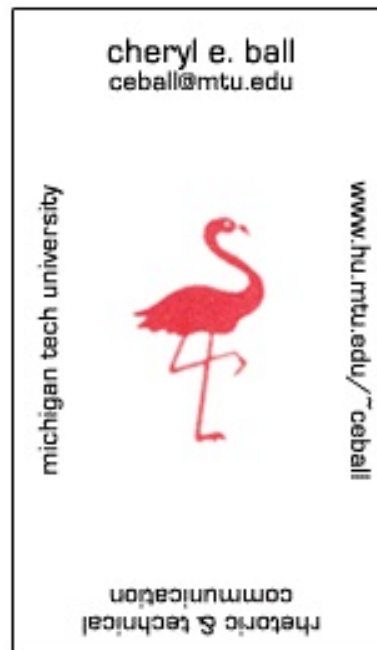
Center Align

Stunningmesh is the best place for those persons who wanted to become Graphic/Web Designers. Here you will learn Graphic/Web Designing from the scratch. Even those persons who don't have enough knowledge about Computer, So some basic knowledge would be enough for you.

Justify

Stunningmesh is the best place for those persons who wanted to become Graphic/Web Designers. Here you will learn Graphic/Web Designing from the scratch. Even those persons who don't have enough knowledge about Computer, So some basic knowledge would be enough for you.

Effects of Alignment and Arrangement



Color



Contrast

Contrast becomes very important when choosing a color for the text and background of a document

The reason you see so much black text on white is because these two colors contain an extreme contrast. This should look very readable and clear.

Contrast becomes very important when choosing a color for the text and background of a document

On the other hand, this should look terrible! Green and blue lack contrast and this would be very annoying to read for any extended period of time. You'd likely give up and move on.

Contrast becomes very important when choosing a color for the text and background of a document

The less contrast between the colors you choose for background and text, the harder it will be on your reader's eyes

Importance of Font



Importance of Font

earth

earth

earth

earth

earth

Effects of Font and Color



Fonts to Avoid

Don't use any fonts that are hard to read. This includes:

- *cursive fonts,*
- really wide fonts,
- really narrow fonts,
- **fonts with really thick letters,**
- Fonts that are too interesting, and
- ☎)(■γⓅ⌒)(■γⓅ◆👉📄