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What it means to look good

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WINKCOMPROVESION Line Run, Shoot, Kill and be quick CLICK HERE TO LISTER about it!

nes Woodcock is invited to Join The Oub in which Daven. Williamic Global Bland Manager takes us through the initiation AIRCER.

We in back terms, bit is that person incoder game, but as we will decret no should, there is a lot more tool than yet these facts there. What different modes are

What is the stargiture? If any binned sport, its analysis which the lateriher than security agains sport. The offset is an offset of the sport product that there has been ready products that there has been ready products that there has been ready products that there has been ready in the sport of the sport of the sport and open and the sport of the sport and open sport of the sport of the sport of a base investige loading dataseties.

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tricks and secrets such as skull shots throughout the levels

Desktop Publishing



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Header – space at the top of a document which may contain a headline, other text or graphics or a page number.



Footer – space at the bottom of each page of a document which may contain a page number, a graphic design, website address, name of the publication.

Footer

independent? Paul Rigby has the wire clippers and false passports at the ready...

A ndroid, as we all know, is an open-source system open to modification and change. As such, it has grown and evolved, with the help of third-party developers and manufacturers, to not only become a valued and muture 0.5 but to have independent thoughts of its own. Yet, it is still dominated by its parent company. Google. So, is it time Google let go? Would Android flower into something more, if Google backed off? According to Geoff Blaber, director

of devices, software and platforms at analysts CCS insight, no. And why? "Because Google is providing a lot of the value in the services that sit. upon Android. Android may be open source, but a manufacturer wants access to the host of services. Google offers like Maps, Gmail, Play and more. In most cases, the aposiand services part which Google brings to the table is of interest and often essential to consumers. A lot of us are becoming reliant on Google's services by the day. If you then move to a platform which doesn't employ those services then you miss them. Android, therefore is becoming commensurate with

Google and vice versa. Also, as much as manufacturers are offering their own store, Google Play still offers a lot more choice and a far richer variety to the user."

Would Google even consider releasing Android? That looks like a 'no', too. The reason Google is investing in a free platform is to extend its core business: search and display advertising. Last year, seven per cent of Google's revenue was derived from a combination of search and display advertising on mobile alone. Android has played a huge role in that. Which is winy Google apps out there. Increasingly, I'm downloading apps then deleting them because I then realise that they are not quite what I wanted. There have been rumours that there will be regulation to give a more informed choice when users download. Something along the lines of a Google-designed app search that places more relevant apps. neaver the top of the results. The current app search engines don't. have those sort of filters. There is, thus, a big market for Google to act as a reliable filter and trusted, respected guide. Android needs it."

We've all seen the massive app land grab in which developers just wanted to get an app 'out there'. Now, there is a second phase

Columns - vertical blocks of text which are separated by **Gutters**.

without Google?

Should the operating system make a break for it and go independent? Paul Rigby has the wire clippers and false passports at the ready...

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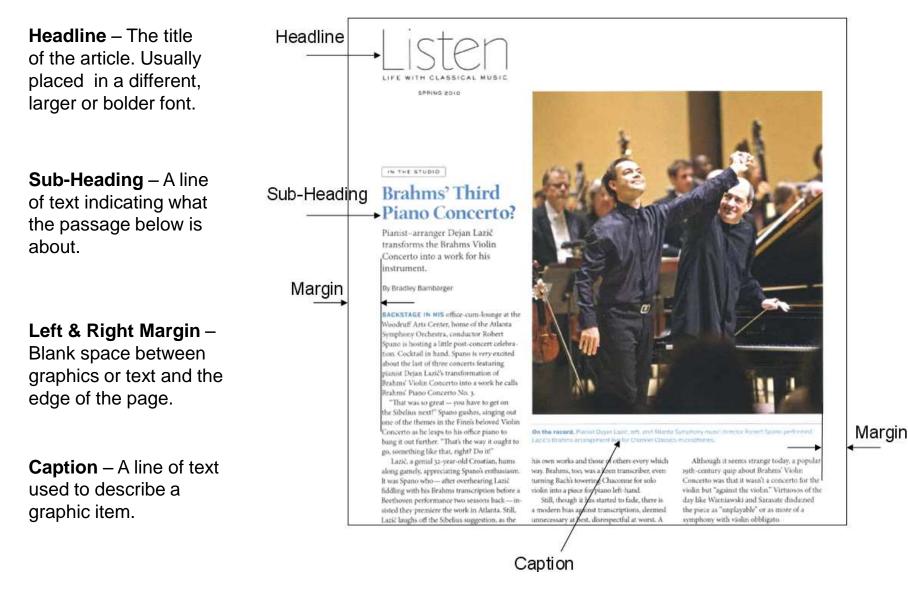
Column

"Because Google is providing a lot of the value in the services that sit upon Android. Android may be open source, but a manufacturer wants access to the host of services Google offers like Maps, Gmail, Play and more. In most cases, the apos and services part which Google brings to the table is of interest and often essential to consumers. A lot of us are becoming reliant on Google's services by the day. If you then move to a platform which doesn't employ those services then you miss them. Android, therefore is becoming commensurate with

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Gutter



Drop Capital – an extra large letter at the start of a paragraph used to grab the reader's attention.

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ECORATIVE initials used as drop capitals should be positioned on a text baseline and be sized so that the top of the capital letter aligns with the cap height on the first line of text.

The software can do this for you, using Publisher or Word, highlight your paragraph of text. Select format from the top menu, select drop cap and choose the one you like best!

WRITE TO REPLY...

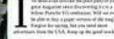
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Symmetrical Balance – text and graphics are equally placed about an imaginary vertical centre line. This creates a static restful design but it can also make it boring. It it is extremely difficult to make such a layout visually interesting. **Asymmetrical Balance –** allows for the more dynamic use of white space. Can be more visually stimulating and more informal.



How doth the little

crocodile improve his

shining tail, And poor

the waters of the Nile

on every golden scale!

Jiggy Carroll

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Rules/Lines – straight lines used to separate columns, headlines, – sub headings etc. can make a document easier to read and more visually stimulating.

Watermark – a faded logo or graphic placed behind text can enhance a documents appearance.

Microsoft Publisher can do this for you so you don't have to prepare an image in another software package

Factory visit

Arena



The newest Official Parache Centre is

first class range of services, including a

Badyshap, Service Centre, Ports and of course Solts. The Lex Group's Investment

> che reflects their strong core in Pirsche and its flature.

HIT Owen will take over exactly where Cheriots left off, specialising in Parache

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open for business. Artington of Northempton, on the Bestland Russ, has a dedicated Parache team providing a Want a sneak preview of some of the latest Porsche innovations? A chance to see Porsches under construction and meet some of the people responsible for continuing the Porsche tradition of success?

On 20 July 1995, Porsche will be welcoming 20 Marque Card holders into the Zuffenhausen factory for a guided tour of one of the most famous centres of automobile design and innovation in the world, interested? For prices and a detailed interency, please telephone 0345 911911.

Dealer news | 24 hours of entertainment

The Le Mans 24 Hours: 17 - 18 June 1995

Take 50 cars, 150 of the world's top drivers, and send them on 344 taps of an 8.5 mile circuit, at an average speed of 120 miles per hour. This is the recipe for the ultimate test of drivers' skill, stamina and determination - the Le Mans 24 Hours endurance race. One of the most gripping events in the motorsport calendar, Le Mans pushes cars and drivers to limits which defy all nonnal capabilities. This year is the 35th anniversary of Porsche's participation in the event, which has led to a record 13 outright victories; the last of them was in 1994 with a win for the Dauer Porsche Team.

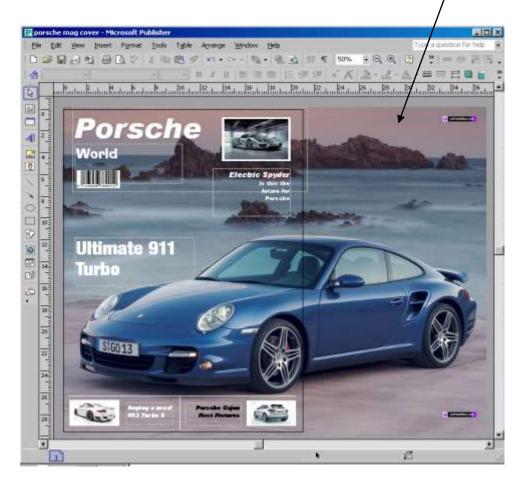
But it's not just this particular contains and force riskiny which make in Mana the mast persistence of the year. The event's tradition memories back to the beginnings of motion racing over 10 years aga, and every over people return to the same backade (point to return wild acquaritateous. You can theil it in the attroophene of the place – 11's. the a function return on a bage scale.

For the workerd of the race, an ensembla village is constructed annual the track. The entertainment, like the racing, is could-the-clock and includes a granity funds, returners, food table and likes servicing encepting from text to champages. Le Mans in more than just a great race - it's 24 have not statil enjaprocet.

We hope to see another senational victory for Possible at this year's next. That local Official Porsethe Orntre may be organising a visit to Li-Miner – For details of tishert availability pinsse contact them giment.

Call 0345 911911 for details of your nearest Official Porsche Centre.

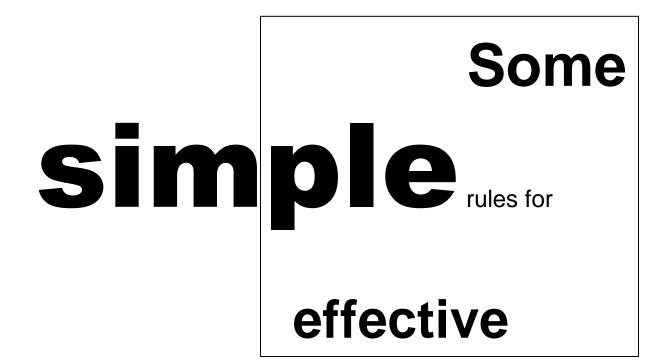
Bleed – An area of text or graphics that extends beyond the edge of the page removing any margins. Commercial printers usually trim the paper after printing.



Bleed



Crop Marks – Crossed lines placed at the corners of an image or a page to indicate where to trim it.



Desktop Publishing

Good DTP

helps readability adds to credibility

Bad DTP reduces readability DESTROYS credibility



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Publishing rules



Fonts - In most designs, two text fonts are sufficient to use for all of the necessary functions. If you plan to use text for graphic purposes, you can use a third font, but avoid the mistake of using multiple fonts in an attempt to make your layout more attractive.

Use Fewer Fonts

rules of dtp

"Right and strang da nat exist in graphic design: There is anly officitie and nan-effecture cam-

munication

How many fonts are no many for one posicil and how for Hine has? A good guideline is to hint the number of different four. That detent froms you card ure more but be any you? De consistent in the use of finite. A different four for every headle ing and can give your design a clustered look. You can usually get away documents with many different design elements where only two to thre any one page spread.

Select a forth for body copy and another for headlanes. Use badd, is of those forth for captions, subheadlags, decks, and other drogs eleme decay you might use a third form for initial cape, pul-guotes, or other n add a fourth that for page numbers or as a secondary body fost for oid there are sufficient.

Don't use more than four fonts in a publication.

As a general rule, when designing a publication I never than four forthe, Realittically, how many do you need? likter layout, you could use one fort for headings, one (which could also be used in italice or bold for caption softwardings. You may not seen need that for the order — Stars Gastoff Desige Publishing Des and Dech.

Fouts don't have to be many totally different styles to create a bury or fouts that are too close in style can be just as distinating.

THE COTTOALINE: No hard and fast rule says you can't use fit different form in one document. Mowever, consistency and realibility design and too many fost changer can distract and confuse the reader carefully.

Use Fewer Fonts

"Right and wrong do not exist in graphic design. Then is only effective and non-effective communication," - Pray Risk - Einpöcity

ow many limits are too many for one project, and how do you have where the approximate of the second statement to the second statement of a different type down in these or frame that density the second statement of a second statement of secon

Bit constrained is the same of local is A different first for every headbare, for instraine, an embiging and one gives your decays a forthered head of the name secondly get overy with more fronts in longer document; with a margin different longer document where only two is these different fronts apout on any one page spread

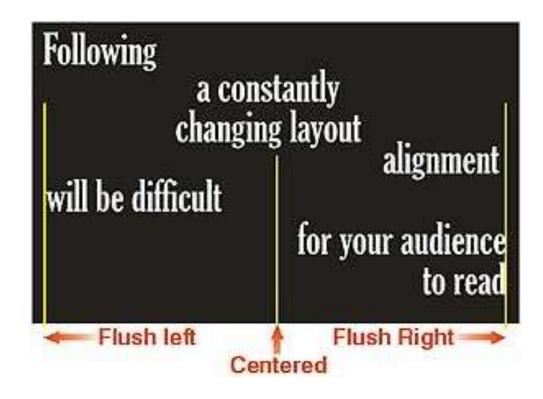
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> Don't use more than four forth is any ensigned publication. As a general rule, when designing a publication I server use more than four forths. Radiatically, how many do-you sensif from a neweletter layout, you could use one four fur handings, new fock-body took (which is could also he used that is ables or bold for captional and one for subbandings. You may not even used that. Jourth one. — Sharet Could's Decklop Publishing Dr's and Dorth

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Publishing rules



Text Alignment - If you choose a general alignment theme for your layout such as a flush left, flush right, centred, or fully justified, use it throughout your pages. For example, if you choose a centred alignment for text headlines, apply this alignment to the text on all pages avoid switching from one style to another. Changing alignments can make it difficult for readers to follow a layout.

Publishing rules

USING ALL UPPERCASE ALL THE TIME MAKES TEXT REALLY HARD TO READ

FANCY SCRIPT OR DECORATIVE *fonts are not* suitable for **ALL CAPS** You are cordially invited, and strongly encouraged not to use centred alignment for long passages of text. Save centring for invitations and cards, certificates, some headlines, and layouts with minimal text

Design Principles Contrast



"...use just notable differences - visual elements that make a clear difference, but no more..."

Design Principles Contrast Example



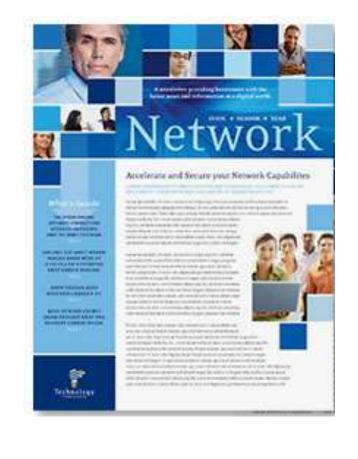
Contrast in **size** within the images and the size of the fonts, contrast in **colour** between the blue and red text, contrast in **shade** in hues of **blue**, contrast in alignment central and left justification, contrast in shape rectangles, squares, stepped shapes.

Design Principles Rhythm/Repetition

Repeat design elements across the entire document



Examples show repetition, of shape, colour & size.



Design Principles Alignment

Every element on your page should have some visual connection with another element on the page.

Nothing should be placed on the page randomly.

Always find something else on the page to align with, even if the two objects are far away from each other.

Design Principles Alignment



Evidence of strong **alignment** throughout the example.

1. The images on the left are all in line. They are also in line with the Dungeon title and the text below.

2. The stepped line is aligned with the first column of text.

The images at the bottom right are in alignment with the second column of text.

4 The drop capital is in alignment with the top and the left of the first column.

The black ruled line is in alignment with the vertical text at the top of the page

Design Principles Alignment - Justification

Left Justification The text

shown here is used to show the difference between left justification, right justification, centre justification and full justification when used in desk top publishing and word processing. Right Justification The text

shown here is used to show the difference between left justification, right justification, centre justification and full justification when used in desk top publishing and word processing.



Centre Justification The text shown here is used to show the difference between left justification, right justification, centre justification and full justification when used in desk top publishing and word processing. Full Justification The text shown here is used to show the difference between left justification, right justification, centre justification and full justification when used in desk top publishing and word processing.

Design Principles Alignment of text examples

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	Too plain and ordinary - reserve for formal documents		
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←Align left 456 E. Central Orlando, FL 32123 407-123-4567	Great Graphics Don Pixel		
	<mark>Ali</mark> gn right⇒		
	456 E. Central Orlando, FL 32123 407-123-4567		

Design Principles Unity

Unity is the relationship among the elements of a document that helps all the elements function together.



Unity gives a sense of oneness to a visual image. In other words, the words and the images work together to create meaning.

Design Principles Proximity / Unity

Group related items together – text or images or both.

• Move them physically close to each other so related items are seen as a group rather than a bunch of unrelated bits.

• When a design is scattered, the page appears unorganized and information is not instantly accessible to the reader.

• by grouping items together a design is more organized.

• How close together or far apart elements are placed suggests a relationship (or lack of) between otherwise disparate parts.

• Place related information in proximity, and separate unrelated information with white space, rules, and borders.

Design Principles Proximity / Unity Example

A common design / layout:



The problem: Nothing stands out Nothing is important

Design Principles Proximity / Unity Example

The solution: Group similar items together; separate them from other items.

Great Graphics

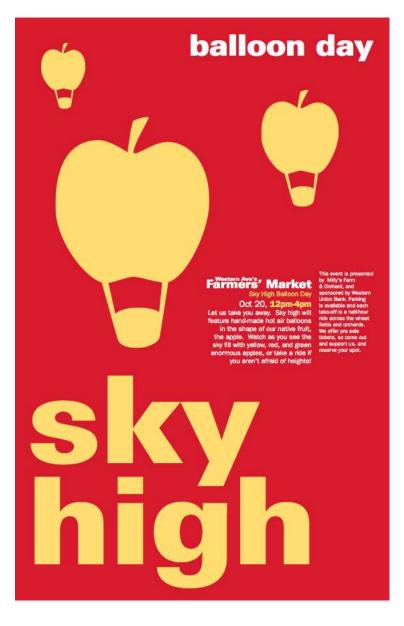
Don Pixel

456 E. Central Orlando, FL 32123

407-123-4567

The card is now organized **visually** and **intellectually**.

Design Principles Proximity / Unity Example



This graphic displays unity in it's design.

Unity in **colour** between the balloon graphics and the 'sky high' text.

Unity in **colour** between the 'balloon day' text and the body text.

The close **proximity** of all the design elements creates an overall unity in the design.

Design Principles Harmony

Harmony in visual design means all parts of the document relate to and complement each other.



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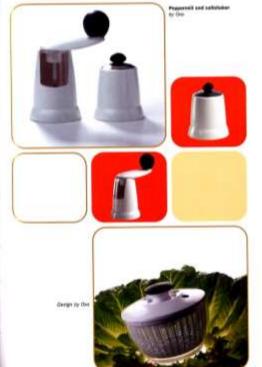
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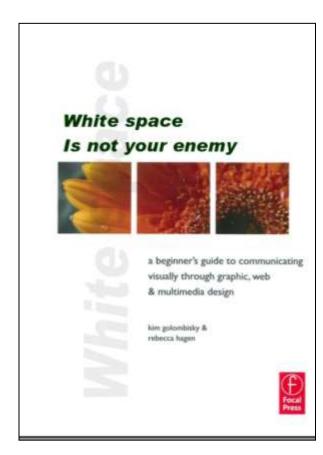
Harmony can be achieved through repetition and rhythm.

In the example the colours and shapes are in harmony.

Patterns or shapes can help achieve harmony. By repeating patterns in an interesting arrangement, the overall visual image comes together.

Design Principles White Space

White Space - Space on the document not filled with text & graphics. A professional layout will have plenty of white space to keep the reader from getting tired with information overload. The space doesn't have to be white however!





Information overload.

Design Principles Dominance

Dominance - an image or text which is very large or has strong contrast on the page.

The Range Rover image dominates the page and grabs readers attention immediately.



Design Principles Emphasis

Emphasis - the use of different colours, bold, highlight, reverse, underline, drop shadow; can emphasise text in a document.

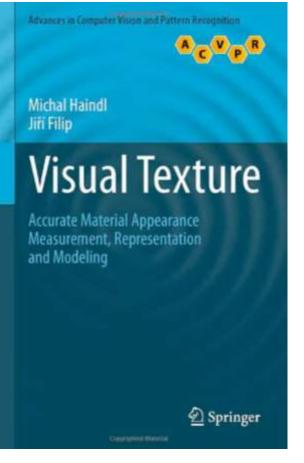
Graphics can also be emphasised by use of size, a drop shadow, value, and colour.

SCORECARD			RELINS	
VILLIAMS: Serena Williams breezed to her 53rd WTA title, smoking Sweden's Johanna Larsson 6-4, 6-1 in the Swedish Open on Sunday, Corning off a disappointing Wimbledon (bounced in the fourth round), the 31-year-old did not drop a set during her five matches at the tournament.	BLACKAND BLUE JAYS Toronto's latest swoon (four straight L's, 11 of 15) had the Blue Jays last in the AL East through Sunday, 13½ games back. Not helping? Jays starters had just three wins in July. Observed manager John Gibbons, "We're not playing good enough baseball to win a lot of games."	LA.LA. LAND Trailing by 9 ¹ / ₂ games in the NL West on June 21, the Dodgers (50–47) had climbed to a half game out at week's end, thanks largely to SS Hanley Ramirez, who since July 1 was hitting .400 with four homers and 13 RBIs. A 2.31 team ERA, best in the NL in July, hasn't hurt either.	RAR FROM HOME No fish on the plate: Through Sunday the Marlins had gone 37 innings without scoring a run (losing 2-0, 6-0 and 1-0 to the Brewers), the longest 0-fer since the Astros went 42 scoreless innings in 1985. Number 3 hitter Giancarlo Stanton was 0 for 11 in Milwaukee.	Chicago Sky forward Elena Delle Donne came out on top of the WNBA All-Star vote (with 35,646 votes, nearly 2,000 more than Candace Parker), the first rookle to do so. "I'm speechless about it," said the 6' 5" Delaware grad, who averaged 18.6 points and 5.5 boards in her first 16 gamas.

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Design Elements Texture

Texture can be added to documents or images create visual interest.



Texture added in the background to enhance what would have been a very bland document.



Texture added to enhance the text.





Texture added to a photograph to give it a different look.

Design Elements Shape





Design Elements Colour



Colour- has a very important role in DTP, too many colours can distract the reader or create chaotic looking layouts.

Colour- careful selection can create interesting layouts and aid readability.



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NEW MAPS HAVE THE ABILITY TO FOLLOW CHANGES AND TO REVEAL HUMAN RESPONSES TO NEW CIRCUMSTANCES

For the sharp shar

Design Elements Mass/Weight

Mass/Weight – The amount of space between items on a page.

The example below has a high value of mass/weight without much breathing space between items of text and graphics.



Design Elements Lines/Rules

Rules – straight lines used to separate columns, headlines, sub headings etc. can make a document easier to read and more visually stimulating.

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He knows some people think he's a race trailor, an Uncle form a token legra. Even his own taleer ouce proclaiment "A black man voting for the Republicans makes about as much sense as a chicken voting for Colonn Sanders.

Design Elements Value

Value in DTP refers to the lightness or darkness of a colour.



High Value

Low Value

