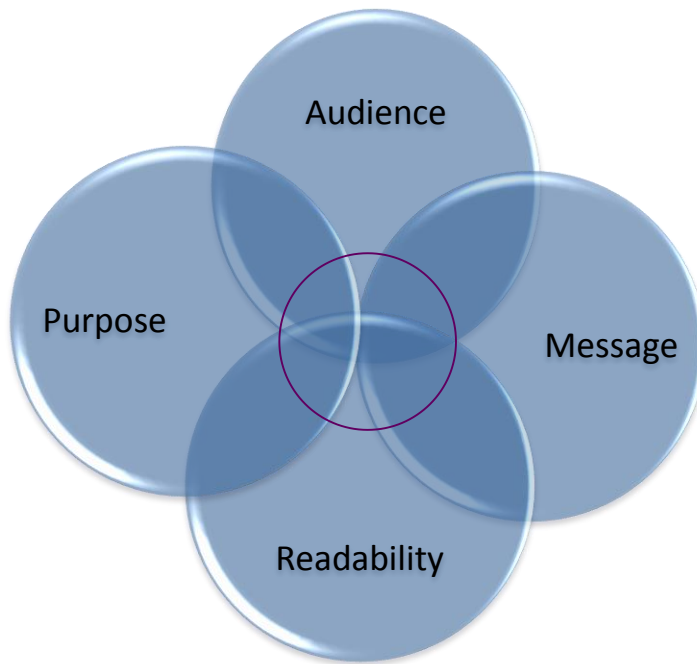


## Document Design

Document Design refers to the layout-and design considerations of certain types of documents and incorporates visual rhetoric as a means to provide persuasive information. The visual rhetoric and the layout and design considerations often include bringing together text and illustrations. Among the many types of documents that use visual rhetoric with layout and design are flyers, brochures, newsletters, PowerPoint, poster boards, bulletin boards, web pages, blogs, and social networks. The chief purposes of documents that use visual rhetoric and document design are to provide easy and quick access to information.

There are four important considerations that will predicate the style and tone of your text: Audience, Purpose, Message, Readability.



Note the overlap of audience, message, readability, and purpose (Purple circle): This area determines your end result.

Four Schemes of Document Design:

1. Organization
2. Composition
3. Illustration

4. Realization actualization Characterization, expectation, representation negotiation or accommodation Presentation

Four Schemes:

- Organization: Organization requires the ability to negotiate layout, readability, direction, typography, and space to create a balanced and coherent document.
  1. Layout refers to the presentation. Some documents require columns, some are three or four paneled, and others are single paged. Layout also refers to the use of titles and headings.
  2. Readability refers to the text's clarity, coherence, and cohesiveness as well as the visual acuity.
  3. Direction refers to the direction that the document is read from top-bottom and left to right. Or left to right.
  4. Typography refers to the font style and size, and the use of highlighting techniques.
  5. Space refers to the use of white or blank space. In many documents, the appearance of crowded texts or crowded illustrations overwhelms the readers. It is always best to incorporate the use of white space.