# Chapter 17: Designing Documents and Interfaces

MULTIPLE CHOICE: answer these and be prepared to talk about the questions following.

1. Which of the following is one of the weighting guidelines given in Chapter 17?
	1. Pictures weigh more than written text.
	2. Items with borders weigh more than items without borders.
	3. Irregular shapes weigh more than regular shapes.
	4. All of the above are correct.

How might this apply to online documents?

1. What does alignment do?
	1. It takes advantage of readers’ natural tendency to search out visual relationships.
	2. It allows you to create different levels by vertical alignment.
	3. Horizontal alignment allows readers to view items as a unit.
	4. All of the above are correct.

Where have you seen or used alignment so far on your WIX sites?

1. Which of the following color combinations represents appropriate contrast?
	1. light blue text on a light purple background
	2. black text on a medium gray background
	3. black text on a white background
	4. green text on a blue background

Find one place where contrast is used effectively on SU’s website and one place it can be improved.

1. What is the difference between a serif font and a sans serif font?
	1. A serif font is larger in size than a sans serif font.
	2. A serif font is copyright protected, while a sans serif font is open source.
	3. Serif fonts are script, while sans serif fonts are block.
	4. Serif fonts have small tips at the ends of the main strokes in each letter, while sans serifs do not.

Is there any guidance as to which font style should be used online? Google it; come up with some answers.

1. Which of the following is NOT an example of “using white space” to frame?
	1. the area between an image and the body text
	2. different levels of headers
	3. the space around a list
	4. margins

How do the WIX templates you’ve chosen use white space effectively to frame material?

1. What is a rule?
	1. It is a straight line used to highlight a banner or carve a document into sections.
	2. It is the margin present to the right of the text.
	3. It is a guideline that should be followed for the design of all documents.
	4. It is a reference to an entry in an appendix.

Pop out again to SU’s website and find a page with a lot of text—where might you add a rule?

\_\_\_\_\_\_\_\_\_\_\_\_\_

### EXERCISES

Exercise 1: How do elements offset each other to create either a stable or tense feeling in the text?

Find an example of a website that feels “solid”—use specific terminology to determine how and why you get that feel. Then find a site that is poorly designed—tense as they call it here. Which of these elements is lacking and how might of these design elements help? (though honestly, there shouldn’t be that many out there these days! Its so easy now!)

#### Exercise 2: How do different fonts convey different tones to readers?

Have some fun here! Create a different invitation for TWO of the following occasions: a wedding, a child’s birthday party, a reception at an art museum, and a Halloween party. Find a font that conveys the tone that you believe is most appropriate for the event. Make up any details such as date and time, names, and location.