Citation:

Thesis:
This chapter focuses on how to design or layout of your page so that it’s easy for your reader to recognize how you are trying to communicate the information to them.

Notes:
- 6 basic design elements
  - Text, Graphics, Heading and titles, White space, Headers and footers, and Physical features
- Create grids to visualize your framework
- Design principles
  - Alignment, Grouping, Contrast, and Repetition
- Principles of type selection
  - Use font with strong, distinct main lines
  - Avoid using italics for more than a sentence at a time
  - Avoid using all capital letters for more than a few words at a time
- Physical characteristics to consider from your readers perspective
  - Size, Shape, Binding, Paper

Quotes:
- “Good design helps readers understand your information...locate information...notice highly important content.” (334)
- “Use the same design for all pages that present the same kind of information” (349)

Questions:
What are ways to motivate your topic through the page design?
What page design is best for specific documents such as processes or instructions?

Connections:
This reading will help when designing our page for writing our CTD. This chapter will also help when creating any documents weather its for school, work, or fun. This chapter also connects with the last few chapters we reader as far as being reader centered, elements to take in to consideration and figuring out what is best for your communication and reader.