

Extreme Makeover For Your Syllabus and Course Materials

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August 15, 2013

Workshop Outline

Purpose & goals for course documents

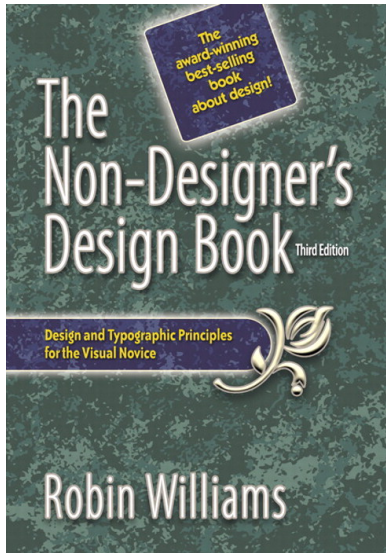
The impact of design on effectiveness: two examples

The 4 basic principles of good design

Exercises using sample syllabus

=== BREAK ===

Preparing to revise your syllabus



From *The Non-Designer's Design Book*, Third Edition. By Robin Williams.

Contrast

- Avoid elements on the page that are merely *similar*.
- If they are not the *same*, then make them **VERY DIFFERENT**.
- Contrast is often the most important visual attraction on a page—it's what makes a reader look at the page in the first place.

Repetition

- Repeat visual elements of the design throughout the piece.
- This develops organization and strengthens unity.

Alignment

- Nothing should be placed on the page arbitrarily.
- Every element should have some visual connection with another element.
- Creates a clean, sophisticated, fresh look.

Proximity

- Group related items close together.
- Items in close proximity become one visual unit rather than separate units.
- Helps organize information, reduces clutter, gives reader a clear structure.