

# A More Creative Instructional Manual Design

## Introduction

Since the manual was how to create and design a presentation, I felt more creative approach was warranted and appropriate. So, I took some liberties with this design. I went against some of the suggestions of my classmates, and went with the comments of my coworkers.

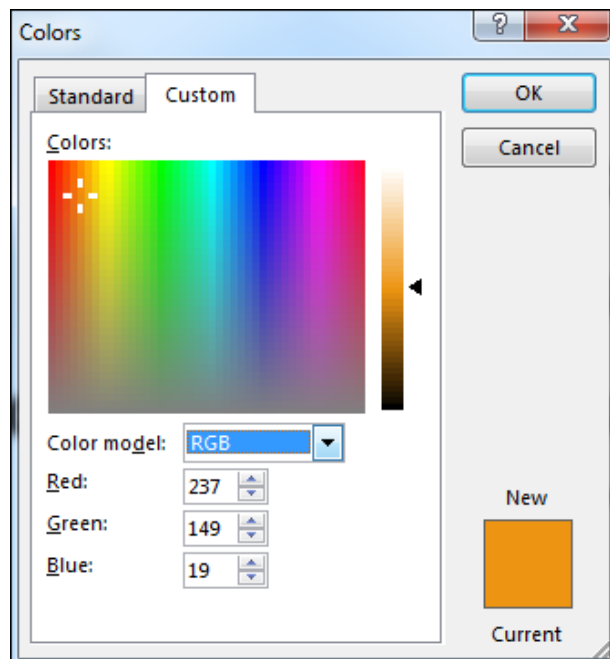
While, I was excited to have two spot colors for this design, I found it somewhat difficult to use them effectively. Overall, I think the design is a little out of the ordinary and therefore, fitting for a manual on designing presentations.

## Chapter Page Design

I used a clean look for the chapter page, while utilizing a pop of color and a visually appealing font.

## Color

The first spot color introduced is marigold hue of orange. More specifically, the color is:



This color was selected to counter-balance the blue that is later used. Using a color wheel, I determined that yellow or orange would make an appropriate complementary color. However, yellow can be too severe on the eyes and hard to read, while a true orange has meaning

connotations (i.e. Halloween) that I wanted to stay away from. Thus, this orange-yellow shade was selected.

It provides a much needed color pop without being overpowering or hurtful the eyes. Additionally, I made the text within the color box white instead of black to lessen the contrast between the two colors. This creates a more cohesive chapter image.

## Font

The font used is **Berlin Sans FB Demi, 48 pt.** I used this font because it is unique and unlike anything I've used in the past. I used the 'Demi' version of this font instead of the regular bold because it has the look of Bold text without the additional weight that comes with it. Berlin Sans FB bold created a font that was much too thick. To make it legible, I would have had to make the font much larger than it is and that would have thrown off the balance of white space to text on the chapter page.

The 'Demi' version allows for the font to have varying sizes of stems and extenders. It also gives the counter space a very rounded and bubbly look and grabs the reader's attention. Overall it gives the playful feel, which I felt worked well for a manual on presentations (that is all about visuals that are pleasing to an audience).

## Main Chapter Body Design

### Font


I used a mix of Serif and San Serif fonts throughout the document. This manual will most likely be printed out and used, but there is also a strong possibility that this type of manual would also be viewed on a computer in PDF form. Therefore, I wanted to use fonts that would work well with both print and monitor.

### Headings

For the section headings, I used **Colonna MT, 18 pt. Bold**, for Heading 1, the highest level of the hierarchy; **16 pt. Bold** for Heading 2 and *14 pt. Italics*.

This font may not be as well liked as Cambria or Georgia, but I chose for a couple of different reasons.

- 1) I wanted to use something different than a common font,
- 2) I liked the way the font would look so different just by changing the height and boldness. When bolded, it is not readily apparent that the font stems are actually two lives, or rather it's a line that breaks up the stem.

-  is an example of the separations of the stems and the roundness of the font.

It is an unconventional font, but one that ties the chapter font into the body font by providing serifs that are rounded similar to Berlin Sans FB.

The headings are where the second spot was introduced. I used Microsoft's predefined dark blue (RGB: 0, 32, 96) to compliment the marigold color. I also alternated dark blue, black, and dark blue for Headings 1, 2 and 3 to help establish hierarchy. I wanted to distinguish them from one another since the text did not display as a significant difference. Having Heading 3 as italic instead of bold also helped to establish hierarchy.

## Body

The font for the body is Calibri 11 pt. This is a common sans serif font used for body text. I used it here because it created a much needed balance to the serif fonts used elsewhere in the document.

## Captions

The captions were also the Calibri font to promote continuity throughout the body text.

### **Figure 18. Insert Buttons on Toolbar on Existing Slide.**

The font was kept at an 11 point and bolded to distinguish it from the main body font. To further distinguish the caption from the body text, I made it dark blue. This will also draw the reader's attention to it and separate it from the grayscale image it references.

## General Layout Designs

### Grid

I again went with a one-column design. A two-column design for an instructional manual could cause confusion if instructions were not aligned with the image or when instructions continued into the next column. A one-column design provides a cleaner and effective document.

Using grids did aid in the design of the color block on the chapter page and side bar text. Utilizing a grid helped me display these spot colors in the way that enhanced the overall design by not overpowering it and would not be hindered (bleed, cut off, etc.) once the document is printed.

## Images

All images are centered and an appropriate size for the document. They are all sized and centered to provide a balanced white space on the page. They are all legible and provide an instructional value to the document.

The images were required to be grayscale, but I utilized my two spot colors for cueing on the image, or when additional details were needed. I used the marigold color for the border and arrow to coordinate with the border on the side bar in the document. The text here is dark blue to coordinate with text in the document.

Additionally, no image will be orphaned at the top of a page; it will be always display with the line of text that comes before it. This is done to decrease confusion and breaking an image from the text that describes it.

## Side bars

The text is *Calibri, 10 pt. italics*, with a centered and underlined title. The border has a 3 pt. weighted border in the marigold color. I used the marigold color because I wanted a balance

between it and the dark blue color used for text. It also coordinates with the borders used in cueing for the images.

The side bars in this document are used for the conceptual information. By setting this additional information aside, it allows the more experienced users to easily find it and learn more about how/why something is done, but it's also there for beginner's use too.

## Headers and Footers

I provided a Header and Footer for this document. The Header font is *Colonna MT*, 12 pt. and provides the title of the book, centered. The Footer font is *Colonna MT*, 12 pt. and provides a running footer of the chapter name, chapter title and page number.

I used the same font as the headings so the headers and footers would easily be distinguishable from the main body text and provide continuity by using the same font in two different instances. Since Calibri and Colonna MT do not display at the same height even though they are the same pt. size, the size was increased to 12 pt. for better readability.

## Bulleted Lists and Tables

### Bulleted Lists

The bulleted lists are Calibri 12 pt., using the filled-in circle to provide balance to more creative texts used. I felt using a different bullet icon, such as ❖, it would create a document that was too busy and confusing. In this case, I thought it would be best to provide a simple icon to balance the other aspects of the design.

### Tables

The font in the tables is the same as the body and the borders are not displayed. This contributes to the overall continuity of the design by not having borders that would break up the text and the flow of the design.

## Overall Design

All of my design decisions are based on what I felt would provide the best design that flows well and enables the reader to concentrate on the content. My two fonts—Cambria and Perpetua—are both serif fonts and work well together. I used different point sizes to show hierarchy and bold, italics and underline to show emphasis. Additionally, the side bars, footers, bulleted lists, and tables were all designed in a simply and clean way to create a flow throughout the document without distracting the reader from the content. My hope is that my design flows seamlessly without any distractions.