A+ Ways to Grab a Reader's Attention
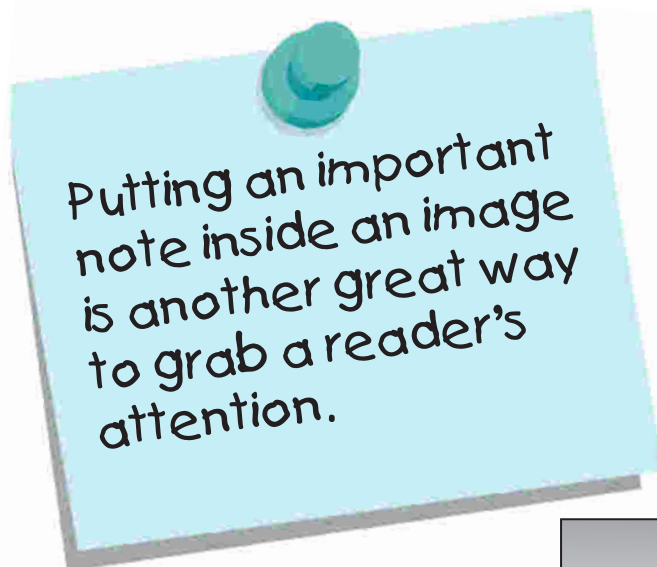
✦ Use bulleted lists (like this)

✦ Add clipart

✦ Reverse your type (white type on black background) to add emphasis

✦ Use checklists

✦ Insert pull quotes

✦ Place boxes or shaded areas around a key article

✦ Try rotating an image or block of type

✦ Put a large amount of white space around a particularly important piece of information

Important!

Reversing your type as above, and using shading can grab a reader's eye, even if you are printing in black and white.

Don't overuse boxes, shading, or any one design element as they can lose their effectiveness.

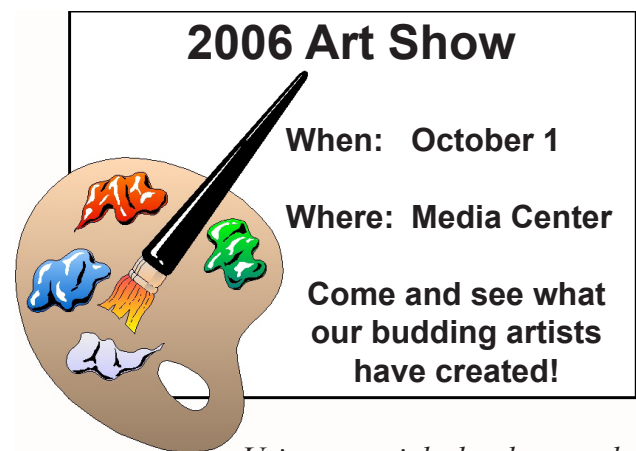*Putting an important note inside an image is another great way to grab a reader's attention.*

(As you can see, I broke the "font" rule here, but since I wanted it to look like a handwritten note and it is inside an image, it is acceptable. Rotating the image and text adds to the effect.)

2006 Art Show

When: October 1

Where: Media Center

Come and see what our budding artists have created!

Using a specialty border can also be a great way to get attention!

Quick Checklist

✔ Use no more than 3 fonts
✔ Pick a justification setting and use it in all articles
✔ Use columns
✔ Indent paragraphs in all articles the same
✔ Use clipart to get attention - but use sparingly
✔ Don't overcrowd your pages - leave some white space