

COURSE	6411 Computer Applications I		Unit B	Software Applications for Business
COMPETENCY	3.00	B2	32%	Understand documents and publications used in business.
OBJECTIVE	3.02	B2	10%	Understand business publications.
ESSENTIAL QUESTION	<ul style="list-style-type: none"> What are five design principles and what impact do they have on publications? What are four characteristics of the target audience that affect the design and development of publications? What publication is the most effective means for communicating information to the selected audience and for the selected topic? 			

UNPACKED CONTENT Business Publications

Notes to Teacher

- In today's information age, society has become desensitized to words and prose that require more than a cursory glance to comprehend.
- Readers must instantly recognize that a message is important enough to warrant further investment of their time.
- Information that is delivered must be arranged attractively and consistently in the publication, accurately presented, and concisely stated.
- Information must be delivered with a hook that will grab the reader's attention.
- Selection of an appropriate type of publication is dependent upon:
 - knowledge of design principles,
 - characteristics of the target audience, and
 - the desired effect of the communication.

I. Design Principles

- A. **Balance** – graphics don't overpower text and the page is not too heavy on one side or the other
- B. **Proximity/unity** – the distance between elements on a page. Used to demonstrate a relationship or lack of a relationship between elements
- C. **Alignment** – justification of elements. Related items should be justified the same to emphasize their relationship to each other.
- D. **Repetition/consistency** – consistent pattern of font and color schemes and graphic types; repeated fonts, color schemes, or graphics
 1. Specific font, size, and style for headings, subheadings, and body text.
 2. Do not mix photographic images and cartoon images on the same page.
- E. **Contrast** – the use of size and color to emphasize the most important elements on a page
- F. **White space** – the blank or negative space on a page that is used to give the reader's eyes a break. White space does not have to be white.

II. The Target Audience

Knowledge of the target audience is critical to effective communication through publications. The identifying characteristics of the target audience provide the "hooks"