

ASPECTS OF PAGE DESIGN

WHITE SPACE

- Margins
- Columns
- Line space
- Justification
- Paragraph length
- Paragraph indent
- Graphics
- Heading spacing

HEADINGS

- Outline
- Subheadings
- Substantive wording
- Parallelism
- Visual Hierarchy
 - type size
 - positioning
 - bold, italics, underline, case
 - decimal headings

LISTING

- When to use
- How many
- Bullets or numbers
- Format
- Parallelism and lead-ins
- Punctuation/Capitalization

FONTS

- Size and type
- Serifs vs. sans serif
- Not too many
- Headings vs. text