

## Desktop Publishing

### Bad Design- Don't make these mistakes

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1. A few things wrong here:
  - a. The font doesn't really complement the subject matter of the article at all.
  - b. Spelling isn't checked making it look like nobody cares about the work.
  - c. The headline is just sort of off to one side, which creates an unbalanced look in this piece because the rest of it is balanced between two columns. You can space the letters out more via adjusting the **Tracking or Kerning** (see Character palette- Window> Type> Character), or make them bigger by changing the font size.  
OR  
You can fill the space to the right of the text in some other way.
2. The left column's text frame isn't stretched out fully within the column- always check and make sure your frame takes up the full width- if you want smaller columns, adjust the size of them and then fill that space.
3. If you have two columns of text side-by-side- check to make sure the **baselines** are aligned- use a guide. If they're not, your work will look uneven and sloppy. The tops should always be even as well- let the bottoms end in different places but keep the tops as even as possible.
4.
  - a. Look how that text is aligned in that space- it's all squished up in there. If you put text in a shape, try to center it in both directions. Center the text as you normally would in the Paragraph palette (Window>Type>Paragraph) and then do Object>Text Frame Options, and change Vertical Justification to center. If it helps, you can also increase the Inset Spacing in this window. (Tip- checking the Preview box helps you see what changes look like as you're making them!)
  - b. You might also want to just hit return before words that are breaking into pieces. And/or adjust the tracking and kerning.
5.
  - a. Is that stroke a different color from your fill on purpose? Have you considered just a stroke color, with no fill? Just checking.
  - b. The box is all wedged up against the text above it, and it's got all that space below it. You don't have to crowd- try to center it vertically in the space.
6. Ugh, distorted picture with the proportions lost- enough said! People usually do this a bit less obviously, but you still need to hold down **SHIFT** while resizing.