

Graphic design and accessibility

“Just as music can alter mood, design can alter perception”. Jon Hicks

There are four basic principles behind graphic design:

1. Contrast
2. Alignment
3. Repetition
4. Proximity.

On page 2 there is a version of the following information to which these principles have been applied.

‘The next working group will be visiting the Scottish Parliament. You will need to bring your bus pass, money for coffee and a packed lunch. There will be an opportunity to take photographs.’

1. Contrast

The text in the heading and the list are in contrasting font sizes. This technique is often used for titles. The larger the contrast the better the effect.

2. Alignment

Most of the page elements are simply lined up down the left edge of the page. The list text is aligned to a second vertical line five centimeters further right.

3. Repetition

Lists such as this usually follow the convention of repeating down the page, one item to each line. Using this technique means that the Scottish Parliament logo can't be mistaken for a list item. However you should avoid making the symbols wildly different sizes as the size contrast will suggest that some list items are more or less important than others.

4. Proximity

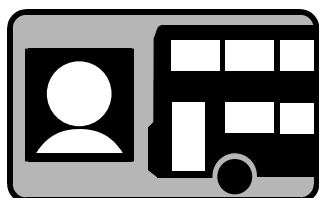
The text and symbol for each list item are close to each other making it clear that they relate to each other.

These principles can be applied to your own documents to improve their accessibility.

The next working group will be visiting the Scottish Parliament.



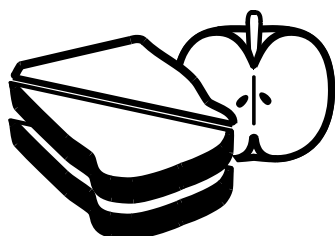
You will need to bring:



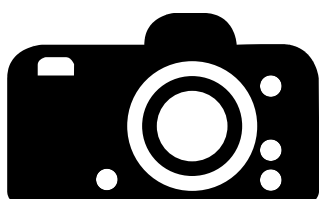
your bus pass



money for coffee



a packed lunch



a camera if you want to take photographs