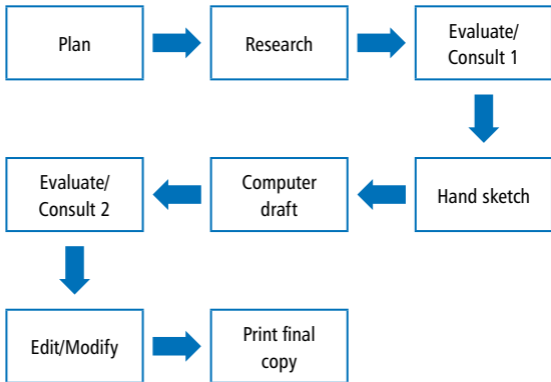


1.



2.

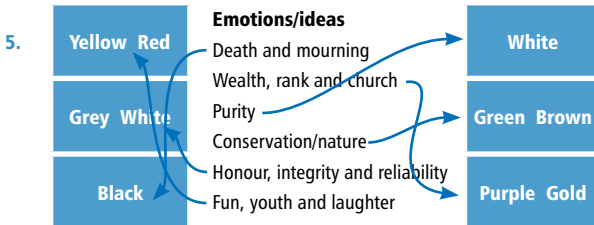
A4 Landscape used for:

- advertisements
- newsletters
- brochures

A4 Portrait used for:

- letters
- reports
- faxes

3. *Grid and baselines assist with the creation of desktop published documents because they are helpful in balances components (textboxes and graphics) creatively on the page*
4. Because you can trial different combinations of data layout.



6. Ask permission from the author/creator to use the image. Acknowledge the author/creator of the image. Make no changes to the image content without permission from the author/creator.
7. Block capitals, shadowed text, outline text and/or fancy fonts can make text difficult to read, especially if the reader has a limited educational background or is from a culture where English is not the first language.
8. Improve the look and readability of a document.
9. They can improve the look of a document.
10. To resize a graphic and retain the proportions without distortion hold the *shift* key down, left click and move the mouse inwards from the corner.
11.
 - a. contrast.
 - b. repetition.
 - c. proximity
 - d. Clarity
12. Provides good use of the white space available. Balances components on the page so that they are easier to read and therefore look better presented to the viewer. Allows good spacing between components so that they do not look cluttered and therefore look better presented to the viewer.