GRAPHIC and INFORMATION DESIGN

From Conceptualization to Visualization

February 3, 2020
Wireframing

A visual outline for your research poster
Wireframing
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InDesign Guides
Rules of Thumb

Leave white space, but don’t trap it

Maintain consistent eyelines

Use a dominant element to anchor the page

Limit large bodies of text

Choose a font (or two) and stick with it

Determine a color palette and stick with it

Use contrast to highlight and transition between elements
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