Adobe Stock Images. 

Eye Appeal

Newsletter Appearance and Design Elements

**Eye Appeal**: when too much is crowded too close together – text, photos, graphic elements – the eye doesn’t know where to focus. Remember, space is also an important layout element.

Layout / Placement of Elements: Eye Appeal

* Is the layout easy to follow?
* Does the arrangement of words, pictures, and graphics appeal to the eye in a user-friendly format?
* Are the elements given enough “space” to follow for easy reading?
* Is the 10-12 point type font easy to read and understand?
* Are the elements varied and creative without being over done?
* Are elements such as boxes and colored backgrounds used sparingly but effectively?
* Does clip art enhance, not overshadow the article?
* Did you use free clip art and cite the sources?
* Are the faces in photos large enough to identify the person? No face should be smaller than a pencil eraser.
* Are the photos clear, in focus, and placed effectively? Did you give photo credit?