

THE MACMILLAN
LETTERS
AND
BORDERSHIR

Noelene Morris Illustrated by Christopher Meadows

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This book is dedicated to 'The Great Solution'

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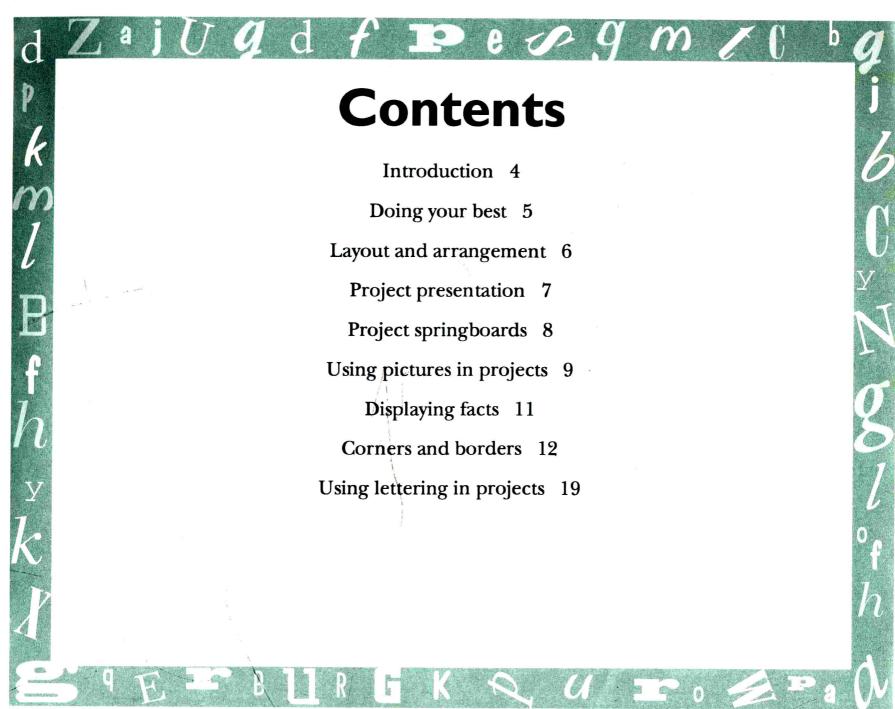
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Introduction

Successful projects are the result of careful research, selection of material, layout design, lettering, writing and illustration. As you practise the ideas from *The Macmillan Letters and Borders Book* you will discover the beauty of design layout and lettering, which are in themselves artforms.

The most important aspect of any project work is your research. Your factual information should be of utmost importance in your planning. Appearance is important too, and your presentation should reflect the thought and motivation that makes your work individual. The way you finish your work will either add to or detract from your final result.

Projects are usually presented in the following order:

- Title page
- Contents page
- Introduction
- Main information
- Conclusion
- List of books and references used.

The presentation of your information should include main headings, subheadings, borders, spacing between facts and numbers or other markers such as arrows or doodles. Pictures and sketches, headings, rules and borders will balance the written sections.

I hope this book will help make your project work attractive and creative and something of which you will be really proud.

Noelene Morris

Doing your best

Everyone has different likes, dislikes and abilities so if you're new to lettering and border design, be patient and choose easier styles first. It will probably pay to sketch a plan or outline in pencil first, then, as you have more practice, you will feel more competent about working directly onto the page.

Enthusiasm for the work is great, but don't try to achieve too much too soon. Repeat the lettering and page designs which you like and occasionally try a new one which suits your topic.

The place where you sit will affect your ability to work efficiently. For accurate bookwork, good lighting is essential. When working at night, it's best to have a desk lamp over your left shoulder if you work right-handed.

There is a lot of wonderful writing equipment available. The wide choice includes an assortment of felt pens in many shades and varying thicknesses. These are most useful for headings.

As you progress, avoid leaving any work unfinished. It is best to complete one page at a time. Another hint for good results — don't leave your work until the day before the due date. Prepare ahead so that finishing touches only are needed.

Be your own best critic — if you don't like a page, leave it and come back to look at it later to judge its merits. No one will ever present their topic in exactly the same way and no one way is the right way!

Motivation and personal satisfaction are important ingredients in planning and presenting your work. Your attitude is usually reflected in your finished efforts.

Layout and arrangement

The layout is the foundation or framework on which a page is presented. Variety can be achieved by altering the layout of a page. The research of your topic is of foremost importance, but the arrangement of your layout can also be a big factor in success.

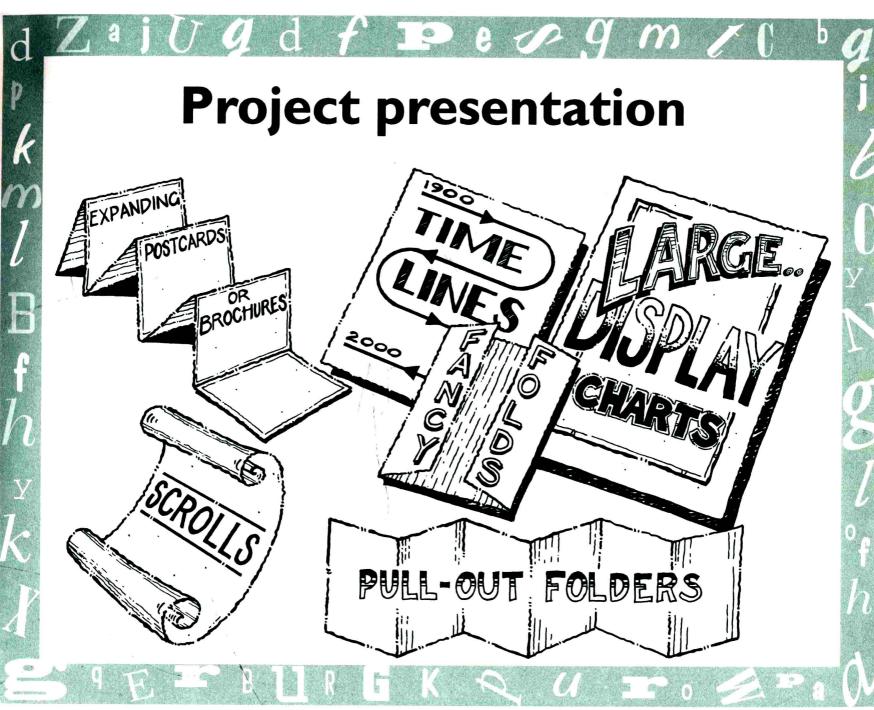
Give some thought to what you want to feature on the page, and make it the highlight. A heading or picture are good focal points. If your headings are clear and colouring attractive, your facts neatly written, borders tidily ruled, and illustrations well placed, then the finished result will be visually pleasing.

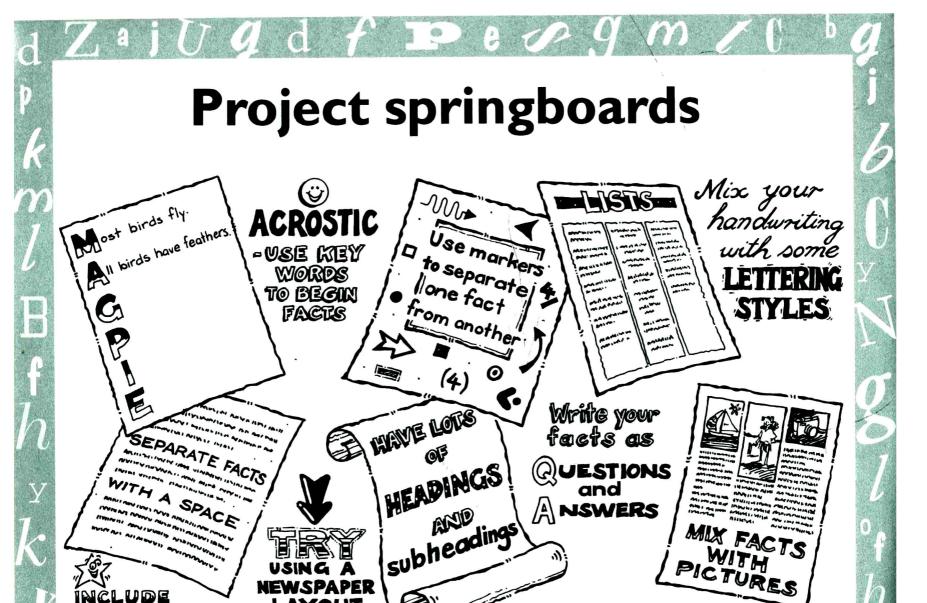
As you do more projects, you'll realise that spacing is very important. Two small pictures on a page will look lost. A page cluttered with lots of material can be confusing. If you leave just a little space around the headings, facts, lists, pictures and illustrations, the reader's eyes will have time to adjust to each item.

In most cases, a page with a simple layout will look more appealing than one with a difficult lettering style and elaborate border trimmings. Overuse of colour and patterns can also be distracting. If you use a fancy lettering style, consider using a plainer border.

A helpful way to judge your work is to find a double page which you believe is your best work and then analyse why it works. Your favourite page would look tidy, your writing would be neat and the colouring and layout would 'look right'. The spacing of your facts and pictures would appear relaxed. Straight lines would be carefully ruled and your headings and labels clear. The design layout would be especially appropriate to the topic.

In planning each layout, try to vary the size and shape of the content. Make sure that there is some variation in blocks of writing and in the appearance of illustrations.





NEWSPAPER LAYOUT

a table of Contents

DARE TO BE DIFFERENT!

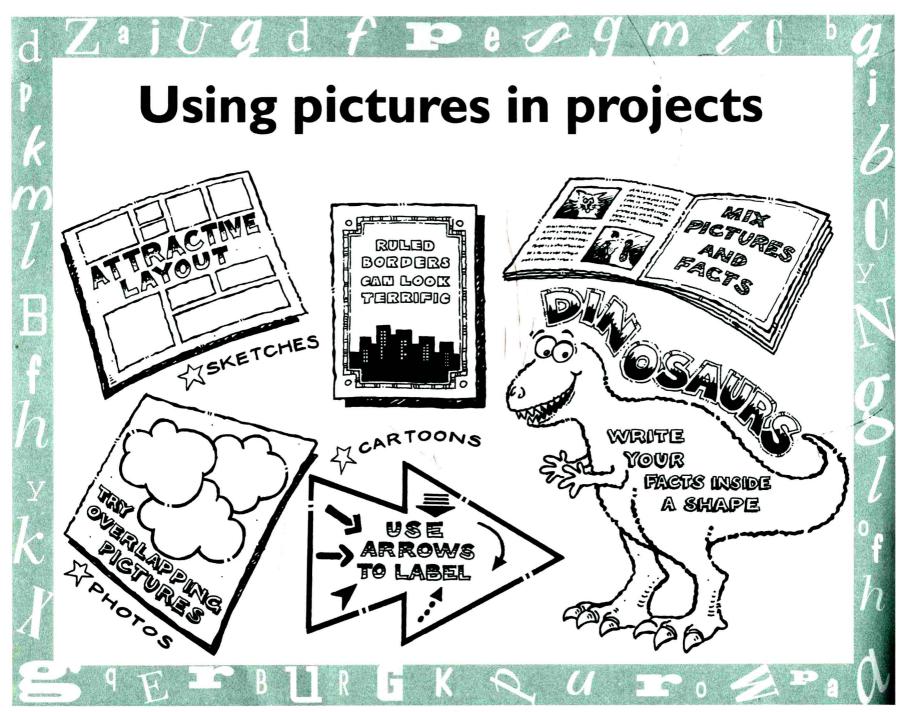
Using pictures in projects

Bookwork variety can be achieved by varying the layout on a page using pictures to break up your written research work.

Pictures can be arranged:

- side by side
- in each corner
- amongst or around your facts
- in a group
- down each side
- in the centre
- in a ruled framework
- overlapping
- one above the other
- as part of a heading
- in opposite corners

Look through newspapers or magazines to find pictures that relate directly or indirectly to your topic. A picture with a label or sentence written about it usually has more relevance and meaning than an unlabelled one.



Displaying facts rite a poem Express your opinions and feelings CROSSWORD ADVENTURE MAKE A TAPE **EXCURSION** lisit the Prepare a · lecture

debate

Make up... Jime a sketch

SOMETHING

Corners and borders You can make your pages look really great by choosing a corner and border style to suit

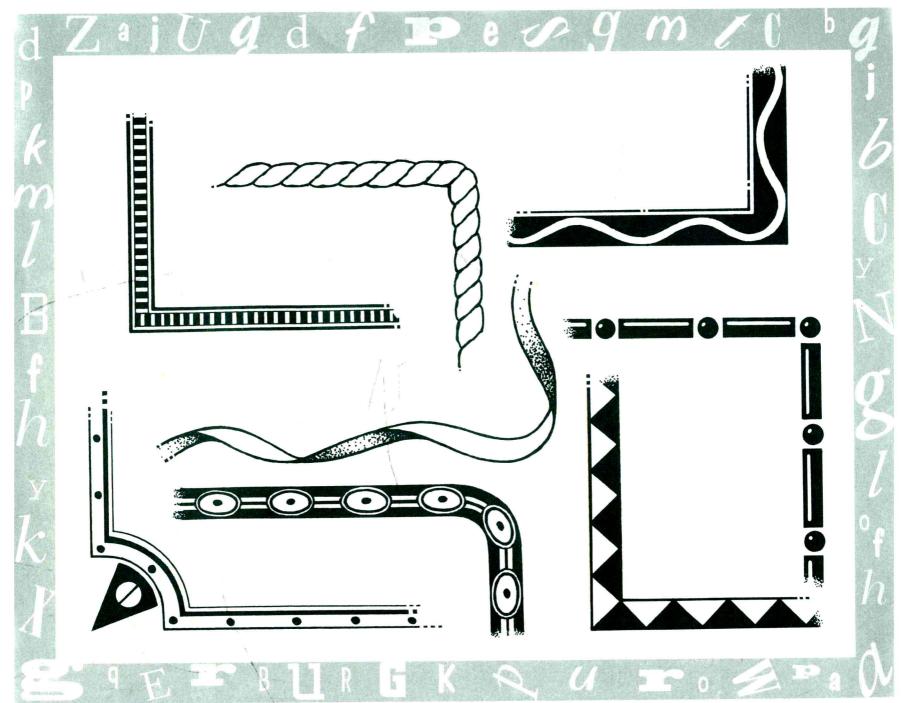
your topic, or trying to think of something to make the design and its presentation especially appropriate to your topic.

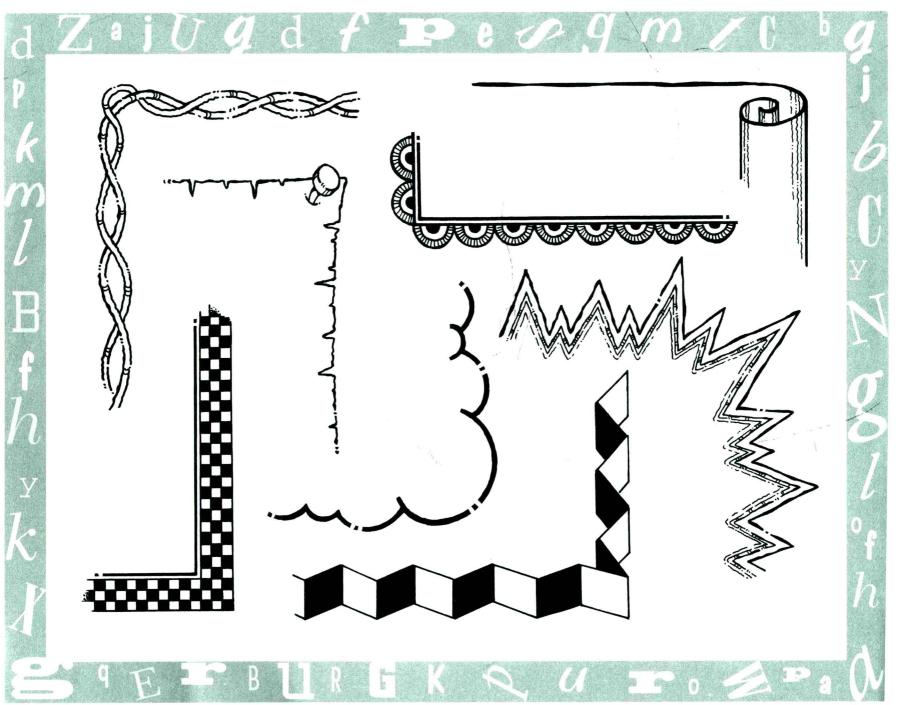
For example, if your topic relates to the sea, choose blue tones and borders using wave rhythms, anchors and chains, repeated fish or boat patterns.

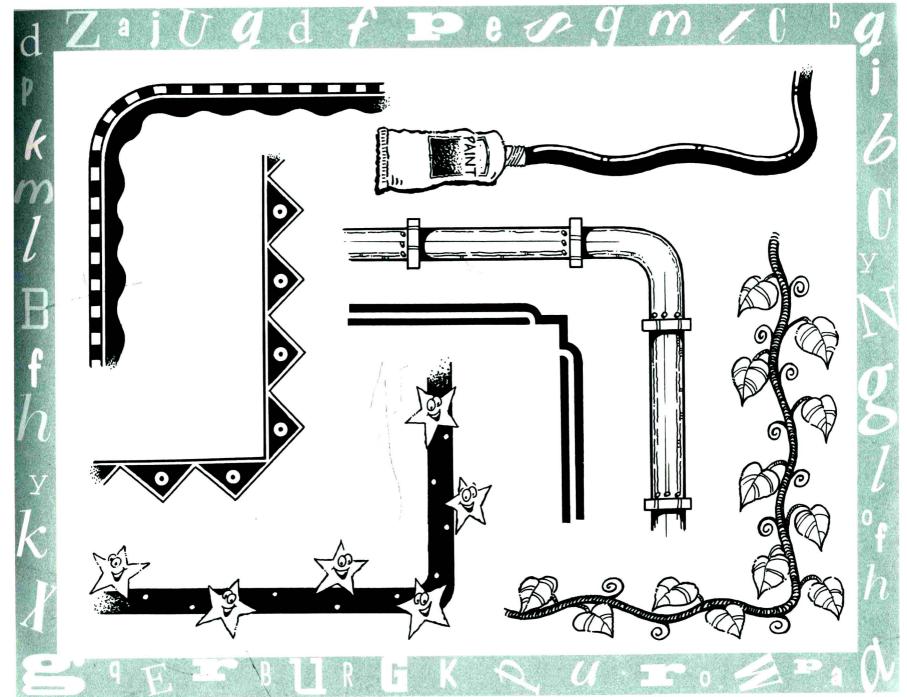
The potential for original ideas is enormous and you can give each double page a character of its own.

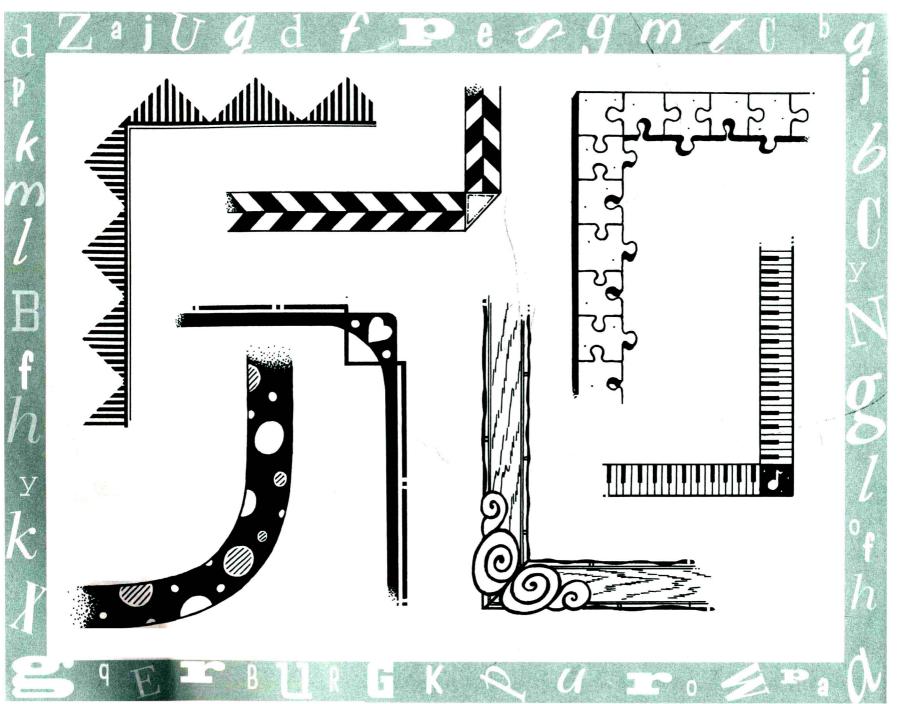
Corner and border designs can be used around:

- a whole page or double page,
- a heading or title,
- a feature idea or sentence,
- a picture or sketch,
- a caption or label,
- a set of facts.
- a set of pictures.









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