

AMA Manual of Style

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Basic Elements of Design

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Good design arranges text and objects in a manner that invites and leads the reader through the composed page or material and enhances legibility and comprehension., The basic elements of design that affect typography include the following: # Contrast: This refers to the contrast between dark and light type and large and small units of information (such as title and byline, side heads and subheads, and text). In addition, the evenness of darkness or blackness of letters and characters affects legibility; this evenness depends on the specific typeface used as well as spacing between letters, words, and lines (see also