*Assignment #4: “A Picture is Worth…” Visuals and Page Design*

General guidelines: You do not need to rewrite the question; **if the question asks for lists, use a list format, not paragraphs with commas. The following is a list format (which you should read).**

**Principle #1 in Professional Writing is using lists rather than paragraphs and long sentences.**

* Answers can be in phrases rather than sentences.
* You may also save this document and enter the answers in between the questions. This is **not required, but it is very helpful.**
* Submit only one assignment per e-mail.
* You will receive a response that either says: “Assignment # \_\_ complete OR
* If corrections are needed, they will be indicated in the response.
* Reply to the response with the corrections; do not create a new e-mail for the corrections.
* I have watched and taken notes on the video lesson for this assignment and have reviewed the related sections of the Class Notes: Yes ( ) No ( )

1. Describe appearance differences between serif and sans serif fonts. Which type is generally more readable?
2. What does the word “sans” mean (as in sans serif)?
3. a. What is the most frequently used serif font?

b. Print a sample sentence using the most frequently used serif font.

c. Where are serif fonts generally used?

1. a. What are the two most frequently used sans serif fonts?

b. Print a sample sentence using one of the most frequently used sans serif fonts.

c. Where are sans serif fonts generally used?

1. a. What types of fonts should not be used in professional documents?

b. Print a sample sentence using one of these kinds of fonts.

c. There are hundreds of fonts in word processing programs. What is the approximate number of fonts that should be used in a professional document?

1. What is the most important formatting element in designing documents? *That element is used in responding to the following questions.* ***Hint:*** *Begins with “L” – five letters – emphasized in the Class Notes and Video Lesson*
2. List three other principles in regard to using fonts.
3. List three ways in which you can highlight fonts for emphasis.
4. Give an example of parallelism by listing three phrases. *(See Class Notes)*
5. List three characteristics and purposes related to lists.
6. List three things to keep in mind relative to line spacing.

*For Questions 12 and 13, make sure you give* ***specific/detailed examples*** *which you learned in the previous assignment on Details (Assignment #2).* ***See Student Samples for this assignment to assist. Use visuals to provide detail to eliminate words and enhance clarity.***

1. a. Give a **specific** example of how a visual will assist with each of the following
   * What something looks like
   * Makes your point clearer
   * How processes work

b. Give a **specific** example of how visuals:

* + Serve as a universal language
  + Make comparisons

1. Give **specific** examples of each of the following types of visuals:

* Charts
* Graphs
* Tables
* Illustrations/Pictures

Multiple Choice Section: Make sure these answers are correct. List the Question Number with the letter of the appropriate answer or answers (some may have more than one correct answer). Make sure you read the questions closely and refer to the course materials, so you are not guessing.

1. **The two most used and useful types of graphs are:**
   1. Bar graphs
   2. Photographs
   3. Line graphs
   4. Phonographs
2. **Types of charts include (think about this):**
   1. Grade charts
   2. Medical charts
   3. Navigational charts
   4. Flow charts
3. **Visual tables are used for:**
   1. Organizing information
   2. Depicting relationships
   3. Eating lunch while browsing the Internet
   4. Creating spreadsheets
4. **Which three phrases are parallel:**
   1. Jumping in the lake
   2. Ocean voyages
   3. Running into obstacles
   4. Enjoying doing assignments for Writing 212
5. **The most common fonts used in professional documents are:**
   1. Times New Roman
   2. Copperplate
   3. Helvetica
   4. Broadway
   5. Arial
   6. Dingbats
   7. Star Trek
   8. Comic Sans