



## Guidelines for effective and responsible management

### For marketing managers:

To reach as great a target audience as possible in a communication campaign, the Marketing manager must demand in his briefing certain graphic design rules that, as we will see, in spite of being common sense many designers don't usually follow. We shouldn't forget that the communication priority of a company is "to make the message reach the people". This target should be met at all times, in all campaigns.

To include the entire possible target in a communication campaign the Marketing manager must demand in his briefing certain graphic design rules that in spite of being, since we will see, of common sense, many designers don't usually follow. We don't have to forget that the communication priority of a company is "to make the message reach the people". This target should be covered at all times, in all campaigns.

Among the 25 % of European inhabitants are short-sighted and nearly 15 % long-sighted. The long-sightedness (tired sight) - that can be accompanied of any other anomaly of refraction-, begins about when we are 42 years old and when it goes over the 50's, almost 100 % of the population suffers this decrease of the elasticity of the crystalline.

On the other hand, to this percentage we can add the immigration and tourism of foreign speech who travel to or between the different European countries every year.

The human population is made up of male and female, infants, youth, those in their prime, and the elderly. We are tall, small, thin, and foreign; we are short-sighted, deaf, and colour-blind, and many of us have poor vision. Anyone older than 50 will tell you how complicated it is to get out one's glasses at the same time as the mobile phone rings, in order to read the name of the caller on the minuscule screen. This population group is interesting for its purchasing power and for its size; nevertheless, we make their lives impossible by using poor communication. How many adverts does a person miss because of poor eyesight? By the way, [Vodafone](#) has introduced a mobile phone to the market that targets this population group. Have you used it? It works very well.

**In this reality, the Marketing manager should consider human diversity as an enriching fact and as a business opportunity. "I am going to sell more, and we will show an image of social responsibility to more people".**

## Practical Guide:

Let's consider a set of recommendations produced by companies like [Duatis Disseny](#), [Proasolutions](#) or [Altro Design](#) that should be a part of any briefing, ethical code or style guide of any company. It is true that the above-mentioned rules impose a certain creative restriction, but perhaps they help us to differentiate between those designers that have an effective style, and those who base their creativity only on the "form" of the message, nullifying the "content" of the message.

### Size of letter: this will depend on distance.

At 0.5 meters, the text should be in font size 12, although in some necessary cases it can be lower than 10

At 1.5 meters, the text will have to be size 24, and

At 5 meters 106.

### Typographies:

Italic or baroque typographies are not the most advisable.

It is preferable to use clear typographies, stick type, like Helvetica or Arial.

When using numbers, Arabic are better than Roman.

The combination of capital letters and small letters are more legible. The use of bold letters creates problems of comprehension.

In general, in typography it is recommended that:

The width of the letter "n" is 2/3 of its height.

The thickness of the line in which "n" is written should be equal to 1/6 of the height of the letter "n".

The space between lettering is 1/5 of the height of the letter "n".

The space between words is 2/3 of the height of the letter "n".

The space between lines is the same as the height of the letter "n". The height of the lettering "d" or "p" is 1/5 greater than the height of the letter "n".

**Text and background:** The contrast between the text and the background is a basic and fundamental element in making sure that our audience gets the message.

The background should always be matt, to avoid annoying reflections.

Glossy surfaces are a problem for a high percentage of the population.

The most legible texts on a white background are black, red, green and blue dark.

On a black background, texts in yellow and white stand out best.

On yellow background, text in black is clearest.

Be careful when combining red and green: there are more colourblind people than we think.

Reduce the use of similar colours (red / orange, green / blue / violet).

**Noise:** In communication we speak about noise when communication is disturbed by other elements of communication. In this case, we speak about noise when in a body of text we include vague or combined images in a different order to those in the written speech.

Vague images must be as tenuous as possible.

Images which are not blurred must be adapted to the arrangement of the text, to avoid confusion.

Avoid superfluous embellishment.

We recommend testing the proposals on people groups of different ages and on those with sight problems.

**Logical distribution of information:** The intention of the designer is always laudable for introducing and doing different things. But this can often be harmful, both to the issuer and to the recipient of the message, especially when the recipient is "looking" for information. Our brain, being logical, looks for well-known parameters, a traditional arrangement of information. It is necessary to prioritize the information underlining the most important things.

Example: I visit your website to find the address of your company. It's nice! There is an "intro", with a Big Bang in what seems to be astral space. It looks good, although I don't understand the relation of these cosmic explosions with your furniture shop. The colours of the background change as the mouse approaches the icons. The icons are in the forms of small planets and spaceships. It's not very clear what every icon means. I look for the word "Contact" or "Where are we?" or something like that. I take a risk and "click" on what looks like Mercury. A small box appears with illegible text and a photo of what seems to be a piece of your furniture. I realise that it is a description of that piece of furniture. I try again with another icon, which turns out to be another descriptive note. A little annoyed, I start looking for the traditional "map of the web". I find it below, in the right-hand corner, almost invisible. I am saved!

### **The use of icons and drawings on the Internet, brochures, interface graphs and ethical signs.**

The information we show can also be interesting for people who do not know the local language; therefore the combination of text with icons and/or multilingual systems is advisable.

Example: "Where is the toilet?" We look for well-known icons, more or less traditional and easy to interpret. After looking around for a few minutes we find a door with an engraving of the silhouette of a woman washing sheets in a river. Then we look for another door with another picture. We find another engraving with a farmer taking in the harvest with a scythe. This must be the gentlemen's toilet. Fortunately, I have good sight and I have gotten through many intelligence tests. The use of engravings is very original, but I have not come to this congress to take part in a maze!

**Use of visual, tactile and sound effects:** The intermittent images used in any device (web, luminous signs, etc...) must have a frequency of less than 5 times per second or up to 15 times per second. Intermediate frequencies can produce epileptic attacks. The ethical sign of a building can be reinforced by combining visual effects with tactile or sound effects to guarantee that they are perceived by people with orientation difficulties. They are also very useful for foreigners.

**The use of vectorial files:** The development of the Information and Communication Technologies are accompanied by the creation of resources for people with visual and hearing difficulties, and with difficulties in interpreting information. If we use vectorial programming, such as Flash, for texts, these texts will not be able to be interpreted by support hardware, as a code text will not exist. We recommend using this type of programming only to show images, and it is important to annotate these images in areas of text so that if one has visual difficulties or problems such as dyslexia, one has all the necessary information.

**Logical arrangement of information in interface graphs:** Support technologies for people with disabilities reproduce the code text in the order that the programmer has introduced it. If the order is not logical, the information is chaotic for the user.

## Conclusions

What we have presented here are general recommendations. If you would like to extend your knowledge on this topic, the [Design for All Foundation](#) will offer a free workshop (sign up beforehand) in Madrid in the frame of the [“Sign” \(Graphic Design Fair\)](#), on the 9th of October from 16h to 19h.

Soon we will be introducing a gazette exclusively dedicated to the development of web pages, as this subject area is very broad.

### **Design for All Foundation**

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