
REMINDER TO SELF:

Swirly shapes and spatters of color are nice, but

DESIGN IS NOT DECORATION!

The primary aim of graphic design is to serve the communicative function!

CAN PEOPLE READ IT?

COMPLIMENTS OF:

**WHAT GOOD IS A
FANCY SQUARE WHEEL?**

The Cranky Typographer^{SM, TM}

... and **The Cranky Editor** – Reginald W. Bacon

www.CrankyTypographer.com

**DON'T JUST DECORATE,
COMMUNICATE!**
