

USING LINES, RULES, AND BORDERS

In designing visuals, solid lines, which form vertical and horizontal rules (another name for a line), and borders, are important. Rules can be used to separate objects on a page.

EX:

<p>MEMORANDUM To: Jeffrey Goldman From: Donna Sharpton Date: 12 May 2011 Subject: Marketing Issues</p> <hr/> <p>I am concerned with the marketing plan. I hope that you will react diligently to correct the plan and revise it soon.</p>	<p>Main Types of Corvids</p> <hr/> <p>-Ravens -Blue Jays -Magpies -Crows</p>
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Lines can help to break the openness of a page by adding a visual element across the page.

EX:

<p>Save Our Streams, Please!</p>	<p>Vote YES on PROP 202.</p>	<p>HAPPY FATHER'S DAY!</p> <hr/> <p>From: <i>The Meijer Family</i></p>
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GUIDELINES

1. Avoid having two sets of horizontal or rules (on the page or in close proximity to each other). One set is usually enough. Try to prevent clutter and over-doing it.
2. Thicker lines can be too distracting to a reader and generally harsh to most eyes (think about thinner).