

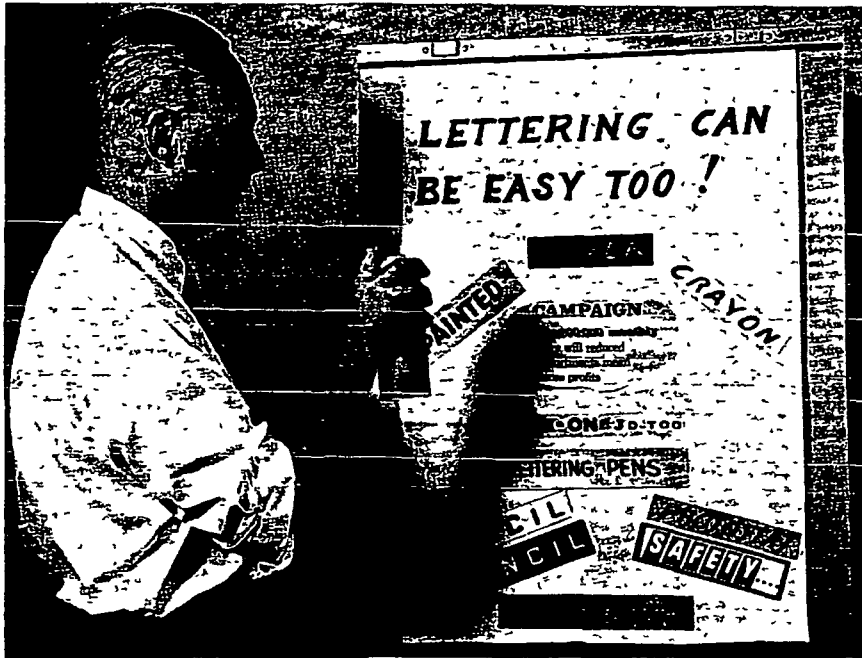


FIG 14-6 —It is easy to get variety in layout color and lettering. Hand lettering, colored tapes, stick-on letters, and stencils can be used. To keep chalk or charcoal dust from smudging, spray the finished artwork with a "workable fixative."

or an inexpensive spray paint. Also, lettering guides are available for use with special lettering pens and felt-tipped marking pens. Often many styles of lettering can be made with one lettering set.

For a visual to be shown to a small group, a large black or colored crayon may be used. For a visual intended for larger groups, instructor's chalk, broad tip felt marking pens, stencils, cutout letters, or brush-painted letters are preferable. Background colors can be varied also. Too much of any one color can be tiring. Try white on black or black on yellow.

Use of color

Color enhances both nonprojected and projected visuals. Contrasting colors always should be used. For example, black lettering shows up well on a white, yellow, or light-orange background, and worst on a dark blue.

With projected visuals, color adds realism, provides contrast values that can bring out

important points, and gives a professional look to the completed visual.

With color film, for instance, title frames can be made attractive and closeups can be shot against black or colored backgrounds for good contrast. Textured backgrounds and colored lighting effects lend a professional touch. Full-color motion pictures are not always necessary. Because emphasis is focused on the action, black and white may even be more effective.

For posters, dramatic effects can be obtained with the high visibility fluorescent paints, chalks, and papers, particularly if "black" light is used.

Color can be added with large blocks of instructor's colored chalk or with colored felt-tipped pens that make a broad, heavy line. Colored designs easily can be made by spraying through stencils or simple cutouts. Spray cans can be used also to give overall color, and powdered colored chalk can be daubed lightly over lettered material to give a tint.