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SOME RULES OF DOCUMENT DESIGN

Nowadays we are experiencing a period of unprecedented technological advancement. From cell phones to voice mail, from the internet to fax machines, our communication tools have become more sophisticated. Today we are able to organize, transmit, and utilize information very quickly as we should anticipate future developments that are unimaginable now. That is why our communication has been trying to pack a great deal of information into a small package. Nevertheless, we still require information and ideas to be expressed in clear, comprehensive way. Thus, this research *is aimed* at describing some eye-catching rules for designing and, therefore, producing reader-friendly documents.

Documentation design covers all aspects of a product design. The responsibility of a writer to produce reader-friendly documents extends to layout, design, and organizational elements surrounding the words themselves. For those who are not designers, there are millions of rules that apply to colors, fonts, white space, layouts, user experience, and so on. It can be a difficult road for those who don't travel this path often.

If speaking about the good color choices one should keep in mind such points as using a color wheel to create matching themes, treating white like a color, employing emotion-saturated colors as they grab attention, applying color psychology to capture emotions and experience, working with four or fewer colors (whenever possible).

Font selection is an important consideration because it determines how the audience will receive and perceive a document. Font involves decisions concerning the style of type, size, and even color.

Titles, headings and subheadings are of great importance for any document. We can say that all documents exist as standalone units which should have titles that accurately represent their contents in a nutshell. It's the first thing a reader looks for to understand what a document is all about.

Headings and subheadings are titles for sections and subsections which can guide the readers and help in finding any specific content they seek. Very often we intentionally divide the document giving it not only titles but subtitles also because we don't want our document to be so long and, moreover, we want to achieve additional functionality by using subtitles.

Boldface, italics, line spacing, and underlining serve various purposes in focusing the audience attention on certain words and ideas. Line spacing separates one line from another sometimes for writing comments or grading, for example, depending on different documents. Boldface type catches the reader's curiosity and is helpful in directing audience eyes towards titles, main ideas, keywords, headings.

Visual aids are very important but they should be up to the point reinforcing the content. The main criterion for usability is if the image helps the reader understand the text better, otherwise, it can be confusing and contradicting. Taking into account the fact that visual aids are some kind of complimentary help for the text, we should keep in mind such ideas as

aesthetic consideration, technical consideration, legal consideration, design consideration. So, there are a lot of different guidelines which help ensure that the images the writer uses will meet aesthetic, design, technical, and legal expectations. When we consider aesthetic expectations among all different things we are not to forget that professionals usually produce images with a limited palette of colors that work well together. When we keep in mind design expectations we should remember that important images, especially those labeled as figures, must be placed as near as possible to the text they support. If we think about legal expectations we should stay on the right side of copyright legislation and remember about the legal copying of images.

Icons and layout are traditionally important for any document. Moreover, our end goal is always going to be to share the information at hand effectively with your audience. Thus, it is crucial to keep in mind who they are, what they do, where they are from and the rest of the information about the target audience.

Thus, document design makes it easy to follow and accessible by using the correct characteristic features of its arrangement such as titles, headings/subheadings, visual aids, line spacing, appropriate font types, colors and many other design elements.