

## Words and pictures – readability

### What they don't teach in design school

If you're a designer you know the power of design – it can take an ordinary company, product or service and make it look professional and highly attractive.

If you're a writer you know the importance of targeting your reader accurately and giving them the information they want.

But what happens when the two come together? It's often a big black hole down which the message disappears completely! The worst thing is that neither designer nor copywriter are usually conscious of this issue – because it's an area most design schools and written communication courses don't cover.

### What is readability?

It's not just **what** people read – it's **how** they read. Even if the design is leading edge and visually stunning and the copy is top quality – known in the trade as 'killer copy' the two can come together and result in an unreadable message.

It's to do with putting that compelling headline right where the eye meets the screen or the paper. It's using backgrounds, layout formats and fonts that aid reading and decrease the 'I'll come back to that later' approach. It's presenting the message to the reader so they get it, and quickly!

### Why is this important to me?

If you're a designer it will ensure that your designs are not only visually compelling, but that you present the words in a way that means your clients' messages are read and action takes place and the website, advert, marketing letter or business card gets much better results. Then they recommend your considerable talents to their business associates, colleagues, networking contacts and anyone else that mentions the word 'design'.

If you're a writer it will help you to understand how best to help your client use your message effectively so that the results bring them more business – and they come back to you. More business for them, more business for you – and some cracking testimonials!

### What do I do next?

Visit <http://www.insidenews.co.uk/Teleclasses/Readabilityclass.htm> and sign up for a one-off teleclass that will add to your expertise if you're a web designer, SEO expert, commercial copywriter, web services manager, graphic designer, or copy editor – or you just want to make sure that your potential clients get your message loud and clear!

**... and finally**

Visit [www.lesleywriter.com](http://www.lesleywriter.com) and sign up for the free reports on website readability if you haven't already.

Visit [www.webcopythatpeopleread.com](http://www.webcopythatpeopleread.com) for lots of tips and information on copywriting and marketing on and offline.

If you need help with your written communication

email us at [Lesley@lesleywriter.com](mailto:Lesley@lesleywriter.com)

Call +44 1245 473296

Skype: Lesleywriter with a 'I need some help' message!

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*Lesley Morrissey is an expert in readability and specialises in helping people to develop a website that works for their business.*

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