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**REMINDER TO SELF:**

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*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?**

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

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COMPLIMENTS OF:

**The Cranky Typographer**<sup>SM, TM</sup>

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

**[www.CrankyTypographer.com](http://www.CrankyTypographer.com)**

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

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