

Shaping the Page

Task: 4 Voice and Personality

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Analysis

I have chosen a conversation from the internet which is an example of a job interview. The transcript is clear showing the two people talking which will allow me to further explore the layout possibility. I have read the Choosing the typeface by Birdsall and I have been able to create a good format with some experimentation to differentiate who is talking by offsetting the second person that is talking. To identify the main title and the people that are talking I have used Arial Black in bold which stands out effectively. For the main conversation I have applied the typeface Source Sans Pro italic to what each person is saying which adds a flowing conversation feel to the text. To help show that two people are talking I have added a silhouette in the background which shows two people with speech bubbles.

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