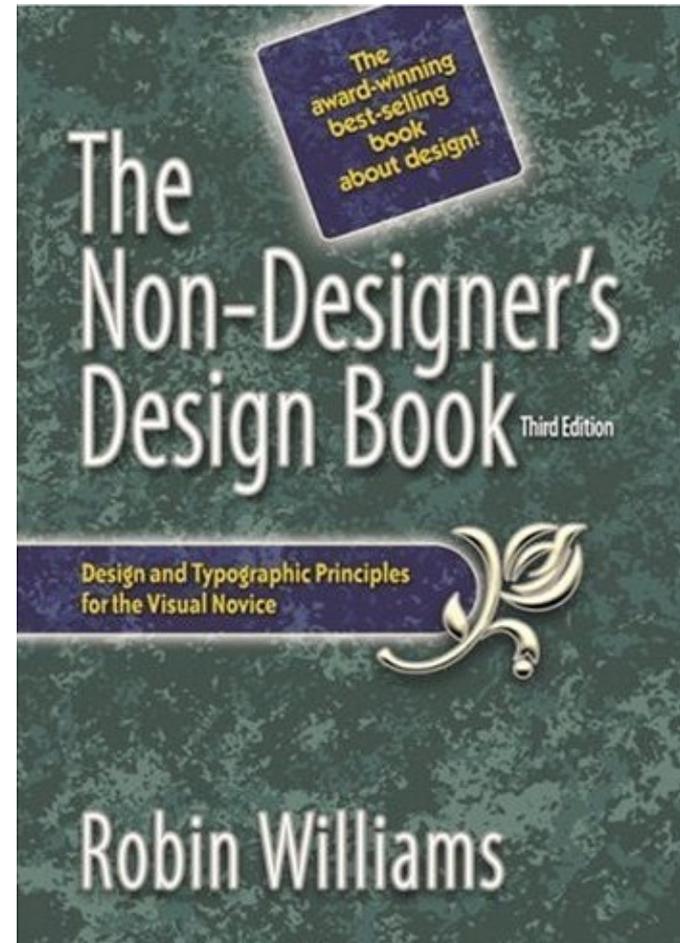
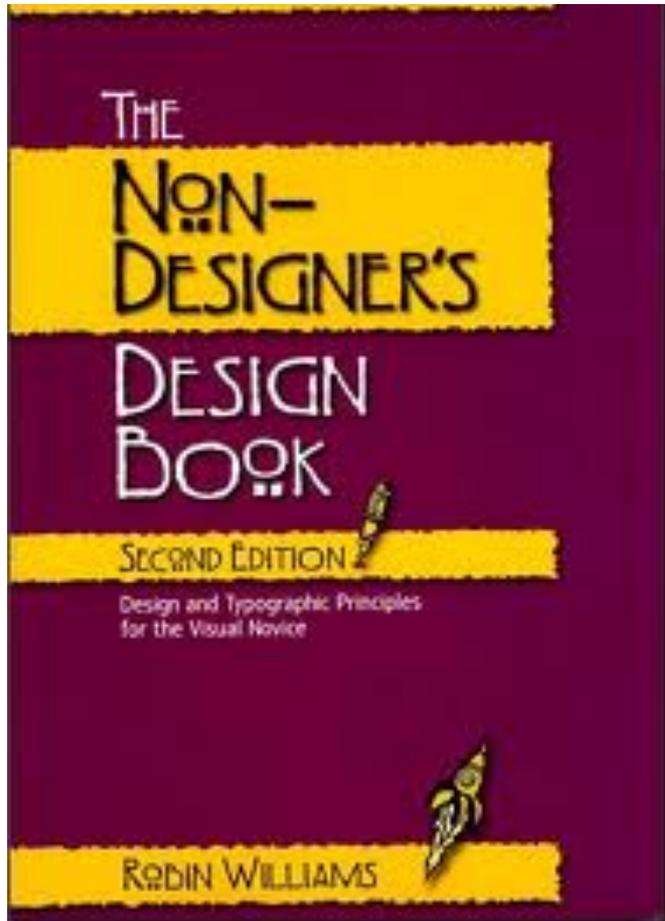


Designing Stand-Out Resumes Using CARP

Information drawn
from Robin Williams'
Non-Designers' Design Book
2nd & 3rd Edition

NDDDB Good Basis for Design in Many Technical Writing Classes



Williams' Four Basic Principles

- Contrast
- Repetition
- Alignment
- Proximity

Williams' Four **Memorable** Principles

- **C** ontrast
- **R** epetition
- **A** lignment
- **P** roximity

Proximity=Eye Flow=Readability

Ralph Roster Doister

(717) 555-1212

Mermaid Tavern

916 Broad Street

London, NM

Proximity=Eye Flow=Readability

Mermaid Tavern

Ralph Roster Doister

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Alignment=Professionalism

Hard vertical edges

Mermaid Tavern

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Centering=safe

Business Plan
for
Red Hen Enterprises

by Shannon Williams

March 20, 2006

Other Alignments=Sophistication

Business Plan

for

Red Hen Enterprises

by Shannon Williams

March 20, 2006

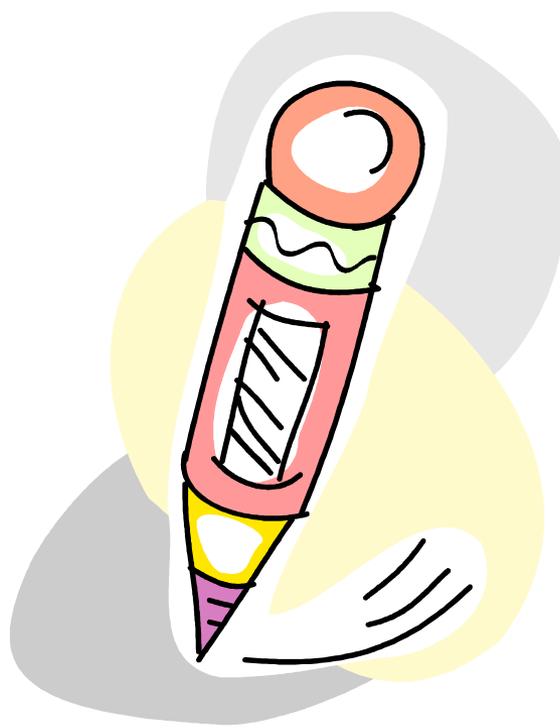
Use One Alignment

or risk total confusion

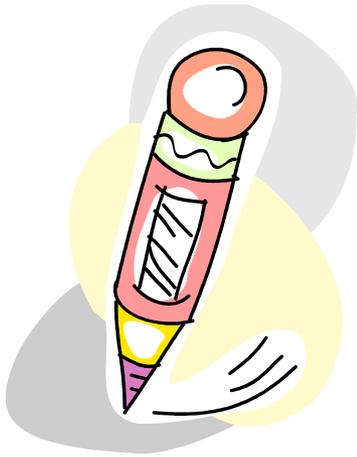
- Use flush left
- Use flush right
- Use centered

ARGH!

Align both horizontally as well as vertically



Align both horizontally as well as vertically



Avoid Trapped White Space

Avoid trapped white space

avoid avoid avoid avoid

avoid avoid it avoid it avoid

avoid trapping white



Keep Hard Vertical Edges

Avoid trapped white space
avoid avoid avoid avoid
avoid avoid it avoid it
avoid
avoid trapping white



Repetition=Unity

Mermaid Tavern

Ralph Roster Doister

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Repetition=professionalism and authority

- To create a consistent business identity packet, repeat the pattern between cover letters, resumes, even business cards

Contrast=Visual Interest

**Contrast Is Simply
Changing What Has Been Done Before**

Contrast Draws Attention to Itself

**Readers Look for A
Logical Reason For Contrast**

Make Sure There Is One

Contrast Versus Conflict

- When two elements are *sort of* different, they create conflict rather than contrast
- If two items are not exactly the same,
MAKE THEM VERY DIFFERENT

Before applying
Robin Williams'
design principles

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| | |
|---------------------------|---|
| Areas of Specialty | <ul style="list-style-type: none">• Technical Writing• Editing |
|---------------------------|---|

| | |
|------------------|--|
| Education | <p>Associate of Arts <i>Dixie State College of Utah, St. George, UT</i> <i>Graduated: May 2011</i></p> <p>Pursuing Bachelor of English Emphasis: Technical Writing <i>Dixie State College of Utah, St. George, UT</i> <i>Expected date of Graduation: December 2011</i></p> |
|------------------|--|

| | |
|-------------------|--|
| Experience | <p><i>Utah County Poison Information Center:</i> <i>Medical Secretary</i> <i>September 2008 – present</i></p> <ul style="list-style-type: none">• Edit educational pamphlets on poison prevention• Supervise center personnel• Compose, edit, and distribute interoffice memoranda• Coordinate meetings and public education workshops• Supervise operations• Track finances <p><i>St. George Medical Center:</i> <i>Office Manager</i> <i>January 2006 – September 2008</i></p> <ul style="list-style-type: none">• Scheduled patient appointments• Supervised the front desk• Handled patient accounts and insurance claims• Supervised front desk personnel |
|-------------------|--|

| | |
|--------------------------|---|
| Community Service | <p>Volunteer Washington County Humane Society</p> <p>Volunteer Habitat for Humanity</p> |
|--------------------------|---|

After applying Robin Williams' design principles

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Areas of Specialty

- Technical Writing
- Editing
- Document Design
- Office Management

Education

- May 2011 Associate of Arts
Dixie State College of Utah, St. George, Utah
- December 2011 Bachelor of Arts in English
(Expected) Emphasis: Professional and Technical Writing
Dixie State College of Utah, St. George, Utah

Experience

- September 2008- Present
Medical Secretary
Utah County Poison Information Center, St. George, Utah
- Edit educational pamphlets on poison prevention
 - Supervise center personnel
 - Compose, edit, and distribute interoffice memoranda
 - Coordinate meetings and public education workshops
 - Supervise operations
 - Track finances
- January 2005- September 2008
Office Manager
St. George Medical Center, St. George, Utah
- Scheduled patient appointments
 - Supervised the front desk
 - Handled patient accounts and insurance claims
 - Supervised front desk personnel

Community Service

- Volunteer Washington County Humane Society
- Volunteer Habitat for Humanity

References

- Williams, Robin. *The Non-Designer's Design Book*. 2nd ed. Peachpit Press, 2003.
- . *The Non-Designer's Design Book*. 3rd ed. Peachpit Press, 2008.