LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
¹⁄₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10 ⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5 ⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
¹⁄₁₆ cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Your recipe for success!
Compliments of Stacy Thomas, Realtor
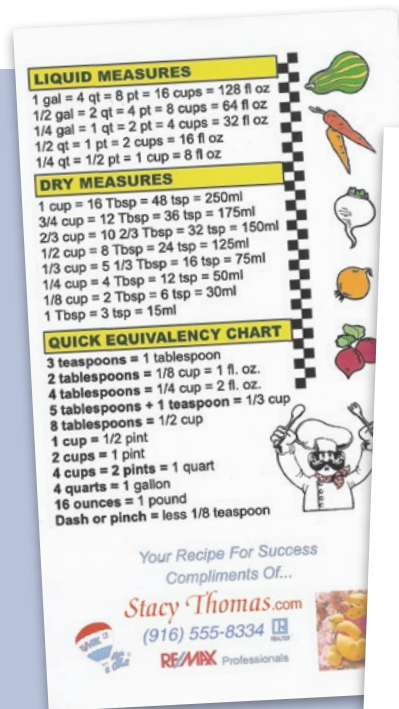916.555.8334 • www.stacythomas.com

Design a small chart

Visual simplicity transforms a kitchen gimmick into a useful tool

Continued ▶

Design a small chart

Visual simplicity transforms a kitchen gimmick into a useful tool

Before

LIQUID MEASURES
1 gal = 4 qt = 8 pt = 16 cups = 128 fl oz.
1/2 gal = 2 qt = 4 pt = 8 cups = 64 fl oz.
1/4 gal = 1 qt = 2 pt = 4 cups = 32 fl oz.
1/2 qt = 1 pt = 2 cups = 16 fl oz.
1/4 qt = 1/2 pt = 1 cup = 8 fl oz.

DRY MEASURES
1 cup = 16 Tbsp = 48 tsp = 250ml
3/4 cup = 12 Tbsp = 36 tsp = 175ml
2/3 cup = 10 2/3 Tbsp = 32 tsp = 150ml
1/2 cup = 8 Tbsp = 24 tsp = 125ml
1/3 cup = 5 1/3 Tbsp = 16 tsp = 75ml
1/4 cup = 4 Tbsp = 12 tsp = 50ml
1/8 cup = 2 Tbsp = 6 tsp = 30ml
1 Tbsp = 3 tsp = 15ml

QUICK EQUIVALENCY CHART
3 teaspoons = 1 tablespoon
2 tablespoons = 1/8 cup = 1 fl. oz.
4 tablespoons = 1/4 cup = 2 fl. oz.
5 tablespoons + 1 teaspoon = 1/3 cup
8 tablespoons = 1/2 cup
1 cup = 1/2 pint
2 cups = 1 pint
4 cups = 2 pints = 1 quart
4 quarts = 1 gallon
16 ounces = 1 pound
Dash or pinch = less 1/8 teaspoon

Your Recipe For Success
Compliments Of...
Stacy Thomas.com
(916) 555-8334
RE/MAX Professionals

After

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
¹⁄₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
¹⁄₁₆ cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8334 • www.stacythomas.com

You're up to your elbows in eggs and flour, the recipe's calling for a quarter cup of corn starch, and all you can reach is a tablespoon. Quick! How many are in a quarter cup? Smart you. Stuck to the 'fridge door is Stacy Thomas' handy measurement chart; one look, and you keep cooking without missing a step.

Such usefulness is the idea behind these flat, lightly magnetic vinyl charts; pass them out to your customers, and you stay in their kitchens forever. They're great for visibility.

But, of course, to be visible, they must be *kept*, and for that they must be attractive and easy to use. The keys to this are good organization and visual simplicity. Here's how to transform a hard-to-read, clip-arty *gimmick* into a sleek kitchen *helper*.

Before: It's festive and informative, but . . .

The original 4″ x 7″ magnet has the "use-me" qualities of a good promotional piece, but it's complicated and unattractive. That's because the space wasn't designed.

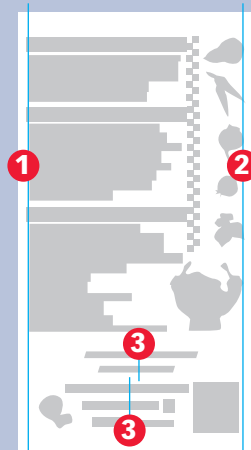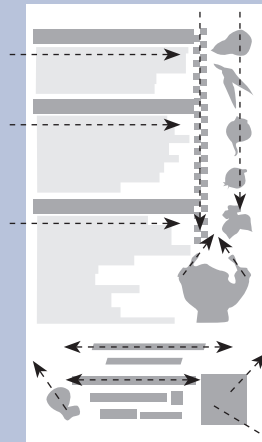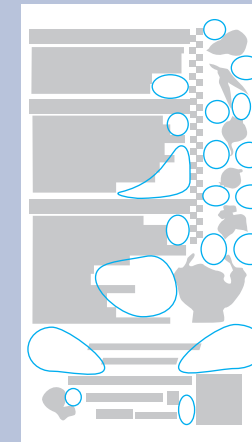**Why veggies?** It's a kitchen chart, but the topic is measurements, not food.

Before

No rhythm Stuff is aligned left (**1**), right (**2**), center (**3**).

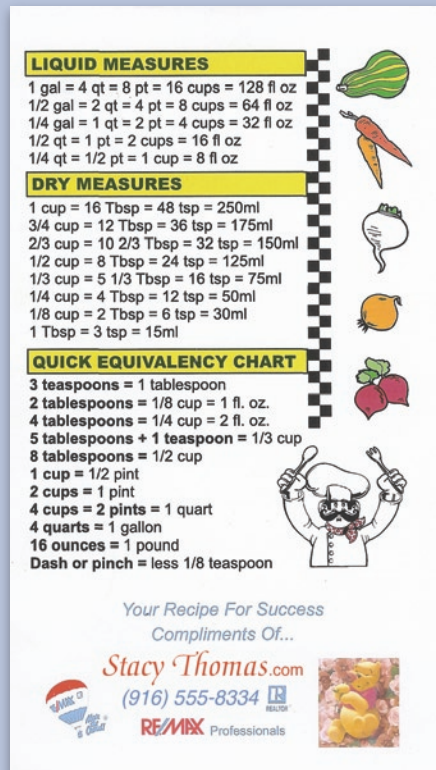**Misdirected** Unco-ordinated lines pull the eye everywhere.

Unfocused Absence of a focal point leaves the page vague.

Diluted Because positive and negative elements have similar sizes, they strongly compete, diluting their effectiveness.
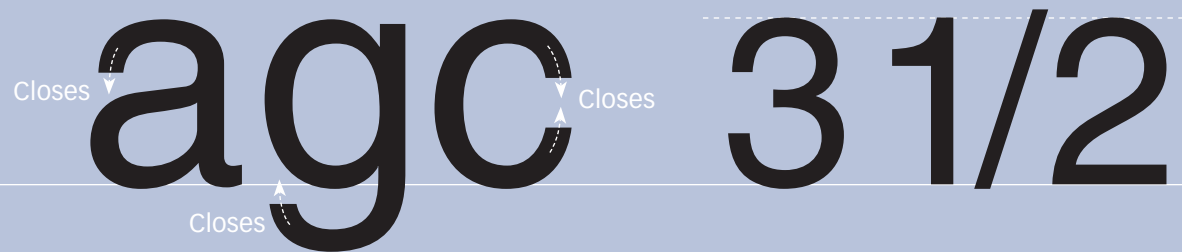
. . . the type is almost right

Helvetica is a versatile typeface, but at small sizes and low resolution it loses readability; ink (or pixels) can obscure its fine detail and fill in small apertures.

Helvetica Medium

Closes Closes

ago 31/2

Closes

While excellent at headline size, Helvetica is not the best choice for small type—its curve strokes curl around far enough to leave only small openings, called apertures, which at small sizes tend to close up. Lowercase letters a, e and s are especially vulnerable to "filling in" (right) and can be mistaken for one another.

Full-size fractions are never a good idea. Same-size numerals have no visual hierarchy and can easily be mistaken for separate characters; they require careful (and slow) reading to decipher.

Before

LIQUID MEASURES
1 gal = 4 qt = 8 pt = 16 cups = 128 fl oz
1/2 gal = 2 qt = 4 pt = 8 cups = 64 fl oz
1/4 gal = 1 qt = 2 pt = 4 cups = 32 fl oz
1/2 qt = 1 pt = 2 cups = 16 fl oz
1/4 qt = 1/2 pt = 1 cup = 8 fl oz

DRY MEASURES
1 cup = 16 Tbsp = 48 tsp = 250ml
3/4 cup = 12 Tbsp = 36 tsp = 175ml
2/3 cup = 10 2/3 Tbsp = 32 tsp = 150ml
1/2 cup = 8 Tbsp = 24 tsp = 125ml
1/3 cup = 5 1/3 Tbsp = 16 tsp = 75ml
1/4 cup = 4 Tbsp = 12 tsp = 50ml
1/8 cup = 2 Tbsp = 6 tsp = 30ml
1 Tbsp = 3 tsp = 15ml

QUICK EQUIVALENCY CHART
3 teaspoons = 1 tablespoon
2 tablespoons = 1/8 cup = 1 fl. oz.
4 tablespoons = 1/4 cup = 2 fl. oz.
5 tablespoons + 1 teaspoon = 1/3 cup
8 tablespoons = 1/2 cup
1 cup = 1/2 pint
2 cups = 1 pint
4 cups = 2 pints = 1 quart
4 quarts = 1 gallon
16 ounces = 1 pound
Dash or pinch = less 1/8 teaspoon

Your Recipe For Success
Compliments Of...
Stacy Thomas.com
(916) 555-8334
RE/MAX Professionals

After: Start over with clearer type

A clear typeface is key to any chart. Look for simplicity—straight lines, plain junctions, no extra curlicues—before stylishness, which can be conveyed by other elements.

Myriad Pro Regular

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
1/16 cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8334 • www.stacythomas.com

After

Open **agc** Open

Open

Steeper angle

3½

The strength of Myriad Pro is its brevity—lines are straight, junctions are simple, and its curves don't "close," the benefit of which is clarity even at small sizes (below) and poor resolution. Look again at Helvetica.

teaspoon
4 tablespoon
5 tablespoon
8 tablespoon
1 cup = 1/

Myriad Pro includes true fractions, whose weight is proportional to full-size numerals. Numerators align with the cap height, denominators sit on the baseline, and the slash has a steeper angle than the keyboard backslash. Clear hierarchy, easy to read at a glance.

Spread it out

The magnet looks like it's about cooking, but actually it's about numbers. To make numbers reader-friendly, put them in columns, and spread them out.

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
⅟₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10 ⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5 ⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
⅟₁₆ cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8334 • www.stacythomas.com

After

Before: Allruntogether
The original chart was typed sentence-style as though the designer were typing a letter. Elements are congested and undifferentiated—and therefore hard to read.

```
1gal = 4 qt = 16 cups = 128 fl oz
1/2 gal = 2 qt = 8 cups = 64 fl oz
1/4 gal = 1 qt = 4 cups = 32 fl oz
1/2 qt = 2 cups = 16 fl oz
1/4 qt = 1 cup = 8 fl oz
```

After: Clearly visible
Clarity is what white space creates. Spread the numbers into rows and columns; here, rows are equivalencies, and columns are *like kinds* of data—gallons, quarts, pints and so on. Note columns are aligned to the right.

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
⅟₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

Aligned right

Lighten it up

Next, separate measures from quantities. Lighten the type weight and tint it gray, which creates visual *depth* and yields two levels of hierarchy.

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
¹⁄₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10 ⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5 ⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
¹⁄₁₆ cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8334 • www.stacythomas.com

After

All the same

¼ gal

Contrasts add clarity

¼ gal

Myriad Pro Light Lighter weight and value (65%) recede

Well differentiated

Quantities—which change—remain bold; measures—which repeat—recede in gray. Now well differentiated, the comparisons are easy to see and attractive, too. Note the kinds of separation: Space separates columns, hairlines separate rows, and gray separates foreground from midrange.

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
¹⁄₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

The layout

Charts centered on the page are the focal point of the design. The remaining information and images are added as supporting, not primary, elements.

Chart 1:

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
¹⁄₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10 ⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5 ⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
¹⁄₁₆ cup =	1 tbsp =	3 tsp =	15 ml

Chart 2:

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
¹⁄₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10 ⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5 ⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
¹⁄₁₆ cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Chart 3:

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
¹⁄₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10 ⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5 ⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
¹⁄₁₆ cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

The data is the message
Center the data like a picture in a frame. A centered layout is motionless, so eyes can rest on the data.

Add the titles
The titles, not the data, are where you can be typographically expressive (quietly, in this case).

Add the images
Use images that really depict the topic. Don't mix image styles, and don't vary the sizes.

The layout

Images carefully placed draw the reader's eye into the information, not away from it. Note that the images *are* what they illustrate.

First chart

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
1/16 cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Create difference
The sponsorship area is another *kind* of information, so differentiate it visually with a background color.

Second chart

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
1/16 cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Bridge the sections
Portrait links the two sections, yet they remain distinct. Organic silhouette softens the hard edge.

Third chart

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
1/16 cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8334 • www.stacythomas.com

Finish with type
Font matches (in this case) the title font. Small type is professionally low-key, yet the section is highly visible.

The relationships

Always adjust to what's on the page, not what's on your rulers (or in your head).
Note how relationships of color, value, size and alignment unify the design.

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1⁄16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10 ⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5 ⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
1⁄16 cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8334 • www.stacythomas.com

Colors from the image unify
type and background.

Aligned

(Left) Note the spacing. Because they're the same, the glass and margin harmonize without visual tension, which allows the charts to remain primary.

United by size and value (Below) Glass, powder and face are the same size and even have similar value (light-dark). This uniformity connects the elements and at the same time simplifies the design.

Article resources

LIQUID measures — **1a** / **5b**

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
¹⁄₁₆ gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures — **1b** / **5c**

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10 ⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5 ⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
¹⁄₁₆ cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp — **4**

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8334 • www.stacythomas.com — **6**

Page size: 4"x 7"

Typefaces

1 (a–b) Adobe Garamond Regular
a) 18 pt, b) 10.5/13 pt

2 Adobe Garamond Bold | 10.5/13 pt

3 Myriad Pro Regular | 12/18 pt

4 Myriad Pro Light | 10.5/18 pt

Images

5 (a–c) iStockphoto.com | a   b   c

6 Rubberball.com

Colors

7 C**10** M**20** Y**35** K**65**

8 C**18** M**12** Y**20** K**0**

Subscribe to Before & After

Did you enjoy this article? Subscribe, and become a more capable, confident designer for pennies per article. To learn more, go to

http://www.bamagazine.com/Subscribe

E-mail this article

To pass along a free copy of this article to others, click here.

Join our e-list

To be notified by e-mail of new articles as they become available, go to

http://www.bamagazine.com/email

Before & After magazine
Before & After has been sharing its practical approach to graphic design since 1990. Because our modern world has made designers of us all (ready or not), Before & After is dedicated to making graphic design understandable, useful and even fun for everyone.

John McWade Publisher and creative director
Gaye McWade Associate publisher
Vincent Pascual Staff designer
Dexter Mark Abellera Staff designer

Editorial board **Gwen Amos, Carl Winther**

Before & After magazine
323 Lincoln Street, Roseville, CA 95678
Telephone 916-784-3880
Fax 916-784-3995
E-mail mailbox@bamagazine.com
www http://www.bamagazine.com

Before & After is made to fit your binder

Before & After articles are intended for permanent reference. All are titled and numbered.

For the current table of contents, click here. To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

For presentation format
Print: (Specify pages 1–12)
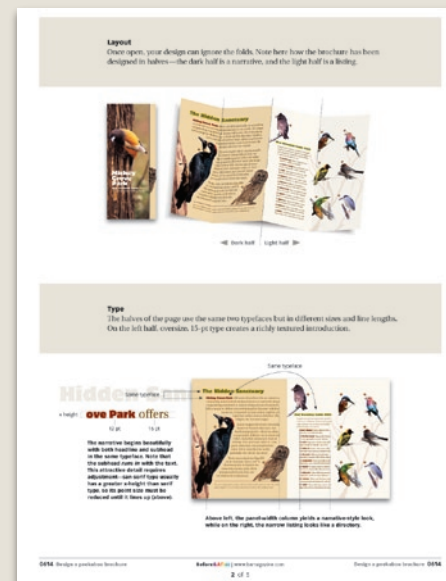
Print
Format: Landscape
Page Size: Fit to Page

Save
Presentation format or
Paper-saver format

For paper-saver format
Print: (Specify pages 14–19)

Design a small chart

Visual simplicity transforms a kitchen gimmick into a useful tool

Before

LIQUID MEASURES

1 gal = 16 cups = 128 fl oz
1/2 gal = 8 cups = 64 fl oz
1/4 gal = 4 cups = 32 fl oz
1 cup = 16 Tbsp = 48 tsp = 250ml
3/4 cup = 12 Tbsp = 36 tsp = 175ml
2/3 cup = 10 2/3 Tbsp = 32 tsp = 150ml
1/2 cup = 8 Tbsp = 24 tsp = 125ml
1/3 cup = 5 1/3 Tbsp = 16 tsp = 75ml
1 Tbsp = 3 tsp = 15ml

DRY MEASURES

QUICK EQUIVALENCY CHART

3 teaspoons = 1 tablespoon
2 tablespoons = 1/8 cup = 1 oz.
4 tablespoons = 1/4 cup = 2 fl. oz.
5 tablespoons = 1 teaspoon = 1/3 cup
8 tablespoons = 1/2 cup
1 cup = 1/2 pint
2 cups = 1 pint
4 cups = 2 pints = 1 quart
4 quarts = 1 gallon
16 ounces = 1 pound
Dash or pinch = less 1/8 teaspoon

After

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.834 • www.stacythomas.com

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅙ cup =	2 tbsp =	6 tsp =	30 ml
1/16 cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

You're up to your elbows in eggs and flour, the recipe's calling for a quarter cup of corn starch, and all you can reach is a tablespoon. Quick! How many are in a quarter cup? Smart you. Stuck to the 'fridge door is Stacy Thomas' handy measurement chart; one look, and you keep cooking without missing a step.

Such usefulness is the idea behind these flat, lightly magnetic vinyl charts; pass them out to your customers, and you stay in their kitchens forever. They're great for visibility.

But, of course, to be visible, they must be *kept*, and for that they must be attractive and easy to use. The keys to this are good organization and visual simplicity. Here's how to transform a hard-to-read, clip-arty *gimmick* into a sleek kitchen *helper.*

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅙ cup =	2 tbsp =	6 tsp =	30 ml
1/16 cup =	1 tbsp =	3 tsp =	15 ml

Pinch or dash = less than ⅛ tsp

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.834 • www.stacythomas.com

Before: it's festive and informative, but . . .

The original 4" x 7" magnet has the "use-me" qualities of a good promotional piece, but it's complicated and unattractive. That's because the space wasn't designed.
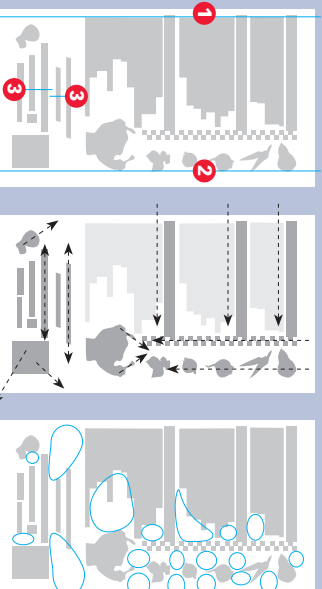
Why veggies?
It's a kitchen chart, but the topic is measurements, not food.

Before

No rhythm Stuff is aligned left (**1**), right (**2**), center (**3**).

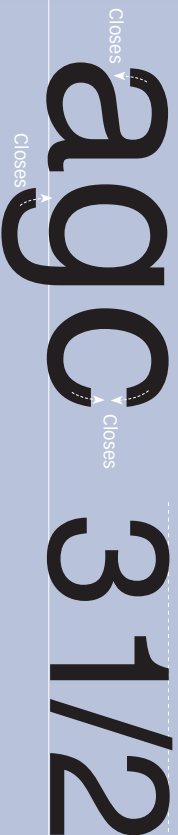**Misdirected** Uncoordinated lines pull the eye everywhere.

Unfocused Absence of a focal point leaves the page vague.

Diluted Because positive and negative elements have similar sizes, they strongly compete, diluting their effectiveness.

. . . the type is almost right

Helvetica is a versatile typeface, but at small sizes and low resolution it loses readability; ink (or pixels) can obscure its fine detail and fill in small apertures.

Before

Helvetica Medium

agc 3 1/2

Closes
Closes
Closes

While excellent at headline size, Helvetica is not the best choice for small type—its curve strokes curl around far enough to leave only small openings, called apertures, which at small sizes tend to close up. Lowercase letters a, e and s are especially vulnerable to "filling in" (right) and can be mistaken for one another.

Full-size fractions are never a good idea. Same-size numerals have no visual hierarchy and can easily be mistaken for separate characters; they require careful (and slow) reading to decipher.

After: Start over with clearer type

A clear typeface is key to any chart. Look for simplicity—straight lines, plain junctions, no extra curlicues—before stylishness, which can be conveyed by other elements.

After

Myriad Pro Regular

Open

Open

agc 3½

Steeper angle

The strength of Myriad Pro is its brevity—lines are straight, junctions are simple, and its curves don't get "close," the benefit of which is clarity even at small sizes (below) and poor resolution. Look again at Helvetica.

Myriad Pro includes true fractions, whose weight is proportional to full-size numerals. Numerators align with the cap height, denominators sit on the baseline, and the slash has a steeper angle than the keyboard backslash. Clear hierarchy, easy to read at a glance.

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8314 • www.stacythomas.com

DRY measures

1 cup=	16 tbsp=	48 tsp=	250 ml	
¾ cup=	12 tbsp=	36 tsp=	175 ml	
⅔ cup=	10⅔ tbsp=	32 tsp=	150 ml	
½ cup=	8 tbsp=	24 tsp=	125 ml	
⅓ cup=	5⅓ tbsp=	16 tsp=	75 ml	
¼ cup=	4 tbsp=	12 tsp=	50 ml	
⅛ cup=	2 tbsp=	6 tsp=	30 ml	
1/16 cup=	1 tbsp=	3 tsp=	15 ml	
Pinch or dash = less than ⅛ tsp				

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

3 teaspoon
4 tablespoo
5 tablespoo
8 tablespoo
1 cup = 1/2

After

Spread it out

The magnet looks like it's about cooking, but actually it's about numbers. To make numbers reader-friendly, put them in columns, and spread them out.

Before: Allruntogether

The original chart was typed sentence-style as though the designer were typing a letter. Elements are congested and undifferentiated—and therefore hard to read.

1gal = 4 qt = 16 cups = 128 fl oz
1/2 gal = 2 qt = 8 cups = 64 fl oz
1/4 gal = 1 qt = 4 cups = 32 fl oz
1/2 qt = 2 cups = 16 fl oz
1/4 qt = 1 cup = 8 fl oz

After: Clearly visible

Clarity is what white space creates. Spread the numbers into rows and columns; here, rows are equivalencies, and columns are *like kinds* of data—gallons, quarts, pints and so on. Note columns are aligned to the right.

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

Aligned right

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8314 • www.stacythomas.com

DRY measures

1 cup=	16 tbsp=	48 tsp=	250 ml	
¾ cup=	12 tbsp=	36 tsp=	175 ml	
⅔ cup=	10⅔ tbsp=	32 tsp=	150 ml	
½ cup=	8 tbsp=	24 tsp=	125 ml	
⅓ cup=	5⅓ tbsp=	16 tsp=	75 ml	
¼ cup=	4 tbsp=	12 tsp=	50 ml	
⅛ cup=	2 tbsp=	6 tsp=	30 ml	
1/16 cup=	1 tbsp=	3 tsp=	15 ml	
Pinch or dash = less than ⅛ tsp				

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

Lighten it up

Next, separate measures from quantities. Lighten the type weight and tint it gray, which creates visual *depth* and yields two levels of hierarchy.

After

All the same **Contrasts add clarity**

¼ gal ¼ gal

Myriad Pro Light Lighter weight and value (65%) recede

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

Well differentiated

Quantities—which change—remain bold; measures—which repeat—recede in gray. Now well differentiated, the comparisons are easy to see and attractive, too. Note the kinds of separation: Space separates columns, hairlines separate rows, and gray separates foreground from midrange.

The layout

Charts centered on the page are the focal point of the design. The remaining information and images are added as supporting, not primary, elements.

LIQUID measures

1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
1/16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1 cup =	16 tbsp =	48 tsp =	250 ml
¾ cup =	12 tbsp =	36 tsp =	175 ml
⅔ cup =	10⅔ tbsp =	32 tsp =	150 ml
½ cup =	8 tbsp =	24 tsp =	125 ml
⅓ cup =	5⅓ tbsp =	16 tsp =	75 ml
¼ cup =	4 tbsp =	12 tsp =	50 ml
⅛ cup =	2 tbsp =	6 tsp =	30 ml
1/16 cup =	1 tbsp =	3 tsp =	15 ml
Pinch or dash = less than ⅛ tsp			

The data is the message

Center the data like a picture in a frame. A centered layout is motionless, so eyes can rest on the data.
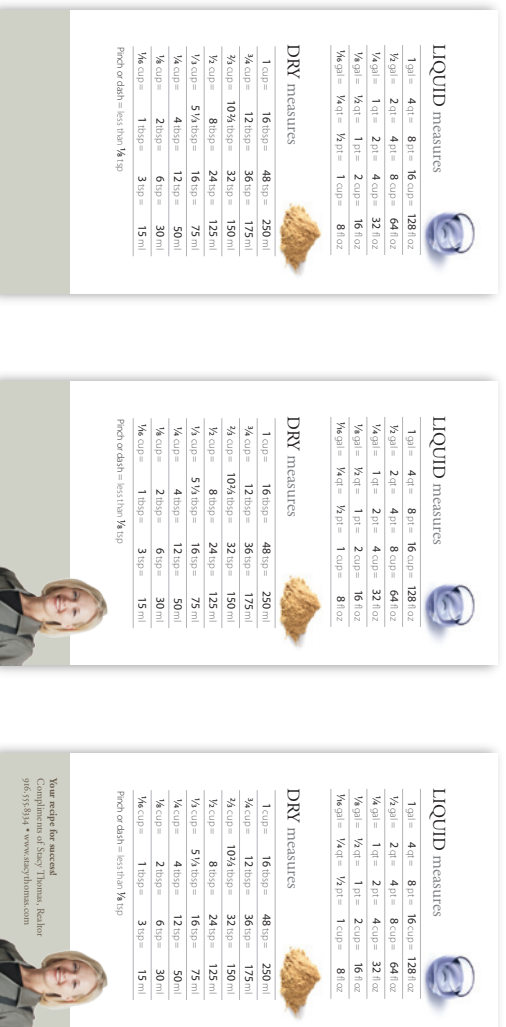
Add the titles

The titles, not the data, are where you can be typographically expressive (quietly, in this case).

Add the images

Use images that really depict the topic. Don't mix image styles, and don't vary the sizes.

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8314 • www.stacythomas.com

The layout

Images carefully placed draw the reader's eye into the information, not away from it. Note that the images *are* what they illustrate.

Create difference

The sponsorship area is another *kind* of information, so differentiate it visually with a background color.
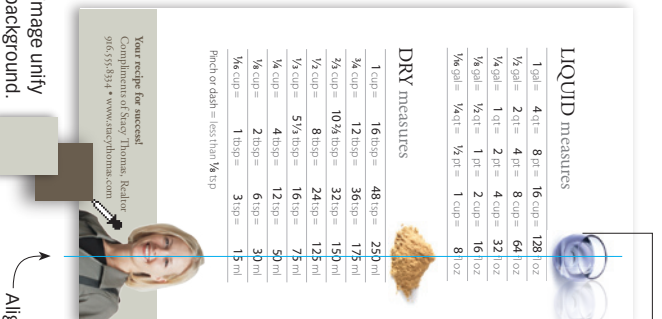
Bridge the sections

Portrait links the two sections, yet they remain distinct. Organic silhouette softens the hard edge.

Finish with type

Font matches (in this case) the title font. Small type is professionally low-key, yet the section is highly visible.

LIQUID measures				
1 gal=	4 qt=	8 pt=	16 cup=	128 fl oz
½ gal=	2 qt=	4 pt=	8 cup=	64 fl oz
¼ gal=	1 qt=	2 pt=	4 cup=	32 fl oz
⅛ gal=	½ qt=	1 pt=	2 cup=	16 fl oz
⅟₁₆ gal=	¼ qt=	½ pt=	1 cup=	8 fl oz

DRY measures			
1 cup=	16 tbsp=	48 tsp=	250 ml
¾ cup=	12 tbsp=	36 tsp=	175 ml
⅔ cup=	10¾ tbsp=	32 tsp=	150 ml
½ cup=	8 tbsp=	24 tsp=	125 ml
⅓ cup=	5⅓ tbsp=	16 tsp=	75 ml
¼ cup=	4 tbsp=	12 tsp=	50 ml
⅛ cup=	2 tbsp=	6 tsp=	30 ml
⅟₁₆ cup=	1 tbsp=	3 tsp=	15 ml
Pinch or dash= less than ⅛ tsp			

Your recipe for success!
Compliments of Stacy Thomas, Realtor
906.555.8314 • www.stacythomas.com

The relationships

Always adjust to what's on the page, not what's on your rulers (or in your head). Note how relationships of color, value, size and alignment unify the design.

United by size and value (Below) Glass, powder and face are the same size and even have similar value (light-dark). This uniformity connects the elements and at the same time simplifies the design.

(Left) Note the spacing. Because they're the same, the glass and margin harmonize without visual tension, which allows the charts to remain primary.

Colors from the image unify type and background.

Aligned

LIQUID measures				
1 gal=	4 qt=	8 pt=	16 cup=	128 fl oz
½ gal=	2 qt=	4 pt=	8 cup=	64 fl oz
¼ gal=	1 qt=	2 pt=	4 cup=	32 fl oz
⅛ gal=	½ qt=	1 pt=	2 cup=	16 fl oz
⅟₁₆ gal=	¼ qt=	½ pt=	1 cup=	8 fl oz

DRY measures			
1 cup=	16 tbsp=	48 tsp=	250 ml
¾ cup=	12 tbsp=	36 tsp=	175 ml
⅔ cup=	10¾ tbsp=	32 tsp=	150 ml
½ cup=	8 tbsp=	24 tsp=	125 ml
⅓ cup=	5⅓ tbsp=	16 tsp=	75 ml
¼ cup=	4 tbsp=	12 tsp=	50 ml
⅛ cup=	2 tbsp=	6 tsp=	30 ml
⅟₁₆ cup=	1 tbsp=	3 tsp=	15 ml
Pinch or dash= less than ⅛ tsp			

Your recipe for success!
Compliments of Stacy Thomas, Realtor
906.555.8314 • www.stacythomas.com

Article resources

5a

LIQUID measures

1a	1 gal =	4 qt =	8 pt =	16 cup =	128 fl oz
3	½ gal =	2 qt =	4 pt =	8 cup =	64 fl oz
	¼ gal =	1 qt =	2 pt =	4 cup =	32 fl oz
	⅛ gal =	½ qt =	1 pt =	2 cup =	16 fl oz
	1⁄16 gal =	¼ qt =	½ pt =	1 cup =	8 fl oz

DRY measures

1b	1 cup =	16 tbsp =	48 tsp =	250 ml
	¾ cup =	12 tbsp =	36 tsp =	175 ml
	⅔ cup =	10⅔ tbsp =	32 tsp =	150 ml
	½ cup =	8 tbsp =	24 tsp =	125 ml
	⅓ cup =	5⅓ tbsp =	16 tsp =	75 ml
	¼ cup =	4 tbsp =	12 tsp =	50 ml
	⅛ cup =	2 tbsp =	6 tsp =	30 ml
	1⁄16 cup =	1 tbsp =	3 tsp =	15 ml
		Pinch or dash =	less than ⅛ tsp	

5b **4** **5c** **2** **1b**

Your recipe for success!
Compliments of Stacy Thomas, Realtor
916.555.8134 • www.stacythomas.com

7 **8**

6

Page size: 4"x 7"

Typefaces
1 (a–b) Adobe Garamond Regular
a) 18 pt, b) 10.5/13 pt

2 Adobe Garamond Bold | 10.5/13 pt

3 Myriad Pro Regular | 12/18 pt

4 Myriad Pro Light | 10.5/18 pt

Images
5 (a–c) iStockphoto.com | a b c

6 Rubberball.com

Colors
7 C10 M20 Y35 K65

8 C18 M12 Y20 K0

Subscribe to Before & After
Did you enjoy this article? Subscribe, and become a more capable, confident designer for pennies per article. To learn more, go to
http://www.bamagazine.com/Subscribe

E-mail this article
To pass along a free copy of this article to others, click here.

Join our e-list
To be notified by e-mail of new articles as they become available, go to
http://www.bamagazine.com/email

Before & After magazine
Before & After has been sharing its practical approach to graphic design since 1990. Because our modern world has made designers of us all (ready or not), Before & After is dedicated to making graphic design understandable, useful and even fun for everyone.

John McWade Publisher and creative director
Gaye McWade Associate publisher
Vincent Pascual Staff designer
Dexter Mark Abellera Staff designer
Editorial board **Gwen Amos, Carl Winther**

Before & After magazine
323 Lincoln Street, Roseville, CA 95678
Telephone 916-784-3880
Fax 916-784-3995
E-mail mailbox@bamagazine.com
www http://www.bamagazine.com