



Word Art can look unprofessional

Too many different styles of word art used

Background pattern is too heavy – inappropriate for the subject

The colours chosen for the backgrounds clash and make the leaflet look amateurish

Clipart pictures are not appropriate for a zoo

The tiger image isn't appropriate – it might scare away younger children

There are too many pictures, there is no focal point

There is too much text in one place

Font colour is difficult to read

Too many font styles used

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