

SPACING Rules of Graphic Design

1. Insert a single space after all punctuation.

There should be a single space after all punctuation (except hyphens). There are very few exceptions, most of which are papers formatted for scientific use.

There should be a single space after all punctuation (except hyphens). There are very few exceptions, most of which are papers formatted for scientific use.

15. Body copy should be flush left/ragged right or full justification without rivers.

When using flush left alignment, avoid uneven and unusually shaped gaps. When full justification, close attention must be paid to keep hyphenation to a minimum while simultaneously avoiding rivers. Rivers are excessive spaces between words.

A paragraph that is ragged right will read awkwardly to the eye. The uneven right margin is distracting and makes it difficult to read. The ragged right margin is also a sign of poor editing and layout.

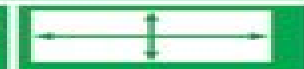
16. Proper paragraph indentation is the size of an em space.

Using the tab button to indent paragraphs creates a large, uniform space. Instead, an em space should be used. An em space is the size of a capital M. Either indentation or spacing should be used to create new paragraphs, never both. Design for web should use spacing rather than indentation. Never indent the first paragraph of a story or section. A drop cap may be used to start an article, but coordinated typographic should be considered in order to maintain proper letter spacing.

A paragraph that is ragged right will read awkwardly to the eye. The uneven right margin is distracting and makes it difficult to read. The ragged right margin is also a sign of poor editing and layout.

17. Margins should always be changed from the default settings.

Margins that have not been changed are easily noticed and are too basic for professional graphic designing. Usually a margin is larger on the bottom and outside than the top and the inside. The outside margin is called thumb space because it is where the magazine is held.



18. Leading must be adjusted for clarity.

Leading is the space between lines and should be adjusted based on the typeface and type size. When a paragraph is viewed at a distance, it should be a mid-brightness gray. If the body copy is too dark, it becomes figure. If the body copy is too light, it becomes ground.

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19. Large text requires kerning.

Kerning is adjusting the space between letters. Headlines and other instances of large text require kerning because the large size amplifies the space between letters and can make the text appear awkward. Kerning is more of an art than a science but letter spacing should be uniform throughout. Special attention should be paid to letters that set up a large amount of space or form a large existing CONJO.

UNKERNED HEADLINE
KERNED HEADLINE

20. Tracking over +/- 5 should be avoided.

Tracking is letter spacing throughout a document. Tracking should generally be avoided but there are some instances where it is necessary, such as all caps and small caps. Tracking can also be used to improve the spacing of lines within full justification to avoid rivers.

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22. Lines must start at the same place across all columns.

Whenever there are multiple columns in a document, the bottom of each line should start at the same place across each column. This is especially true in the bottom of any column that does not end the article. Subheadings can be adjusted to avoid breaking the baseline grid.

BASILINE GRIDS

A baseline grid is a series of horizontal lines that serve as a guide for the placement of text and graphics. It ensures that all text and graphics are aligned to the same baseline, creating a consistent and professional look. The grid is typically defined by the height of the typeface and the leading (line spacing).

25. Avoid widows and orphans.

Never allow one line of a paragraph to start or end a column; these are called widows. Always keep at least two lines together. Never end a paragraph with a single word or keep a line with less than six characters; these are called orphans.

DO ALL WORDS END EXACTLY?

Yes, No, Maybe, and I Don't Know

26. Proper line length is around 40 characters.

Maximum line length is approximately 27 characters, optimum line length is around 20 characters, and minimum line length is about 20 characters. This helps maintain the legibility of the text and keeps the reader from getting lost in the article. Images should be wrapped evenly in text and should never be embedded within a single column's width.

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Graphic Design Guidelines

David Whitbread



Graphic Design Guidelines:

The Graphic Designer's Guide to Portfolio Design Debbie Rose Myers, 2013-10-21 Landing a job in graphic design or multimedia starts with the creation of a portfolio that showcases a student's best work. With sample portfolios, interviews with leaders in graphic design and advertising industries, and step-by-step instruction for creating professional print and digital portfolios, this book helps students successfully transition from design student to design professional. Now fully updated, it is the only guide to creating job-winning print-based and digital portfolios specifically for graphic designers. *The Graphic Designer's Guide to Clients* Ellen M. Shapiro, 2014-04-01 Here is the perfect volume for graphic designers who want real-life advice for long-term success. Renowned designer Ellen Shapiro reveals time-tested tricks of the trade for making sure the clients you want to work with know about you, become your clients, and work with you productively. Then, in a series of one-on-one interviews, leading designers such as Milton Glaser, April Greiman, Mike Weymouth, Drew Hodges, Marc Gob, and partners in Pentagram reveal their personal experiences and insights on how to uphold creative standards while fulfilling clients' needs. Their advice will help you identify what is distinct about your services, market yourself effectively, meet and court clients, learn the lingo of corporate strategy, make effective presentations, believe in the work you do, and sell the work you believe in. Obtain referrals from existing clients. Keep clients coming back for more. CEOs and design managers from nineteen marketing and design-savvy clients such as Klein Bikes, The Knoll Group, Barnes Noble, and Harvard University offer their own candid perspectives on the challenges, solutions, and triumphs of working with designers. Whether you are courting your first clients or seeking fresh insights for achieving even greater success, you cannot afford to be without this crucial resource. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business, and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Graphic Design Rules Peter Dawson, John Foster, Tony Seddon, Sean Adams, 2019-06-01 365 daily design mantras from four leading industry experts providing you with valuable design dos and don'ts for every day of the year. Packed with practical advice presented in a fun, lighthearted fashion, this is the perfect book for the ever-growing group of non-designers who want some graphic design guidance. And for more experienced designers, individual entries will either bring forth knowing nods of agreement or hoots of derision, depending on whether or not the reader loves or hates hyphenation, has a pathological fear of beige, or thinks that baseline grids are boring. In the style of a classical almanac, 365 entries combine a specific rule with a commentary from a variety of experienced designers from all fields of the graphic design industry. Covering topics such as typography, colour, layout, imagery, production, and creative

thinking you can either dip in at random or use the book as the source of a daily lesson in how to produce great graphic design

The Graphic Designer's Guide to Pricing, Estimating, and Budgeting Theo Stephen Williams, 2010-06-29 This helpful guide provides startup and experienced design business owners with dozens of useful creative methods for achieving profitability Updated throughout with additional material on time management expanded coverage of Web and multimedia pricing and numerous new interviews with leading designers this third edition is an invaluable industry guide focusing on these crucial aspects of running a graphic design business Coverage includes how to set rates deal with competitors pricing use different pricing methods prepare estimates draft proposals establish and manage budgets negotiate and position the brand of the firm Graphic designers will find the clearly written practical advice indispensable to professional success

A Graphic Design Student's Guide to Freelance Ben Hannam, 2012-10-05 A complete guide to freelance graphic design created specifically for design students Why wait until you graduate Freelancing is a great way to jumpstart your career in graphic design It lets you apply what you've been learning in school close the gaps in your education with real world experience enhance your portfolio and make a little money at the same time A Graphic Design Student's Guide to Freelance Practice Makes Perfect covers everything you need to know to begin successfully freelancing as a designer including how to set up your business deal with legal and financial issues find clients and work with them effectively This full color guide is divided into sections that correspond to your particular skill level as a student beginner intermediate or advanced These sections give you specific tasks and goals to help your freelance design work go smoothly as you progress from your very first professional job to gain experience with a range of projects and clients and prepare to move into a full time graphic design career once you complete your studies Complete with sample forms available online invoices a proof approval form job jacket and more and 175 color images including samples of paid work created by students A Graphic Design Student's Guide to Freelance Practice Makes Perfect will help you navigate the world of freelance design with confidence Inside this book you will learn to Write a business plan Purchase key equipment Set rates and draw up contracts Find and manage clients Create and show concepts Market your company Expand your business Develop your portfolio And more

Mastering Graphic Design: A Comprehensive Guide to Excellence Matt Dewey, Unlock the secrets to becoming an exceptional graphic designer with Mastering Graphic Design A Comprehensive Guide to Excellence This meticulously crafted book offers a deep dive into every facet of graphic design providing aspiring designers and seasoned professionals alike with the tools techniques and insights needed to elevate their craft to new heights From mastering the fundamental principles of design to developing creative concepts crafting compelling visuals and designing for various platforms and media each chapter is packed with practical advice real world examples and actionable tips Delve into the art of typography and layout explore the nuances of user experience and interface design and learn how to streamline your workflow and manage projects efficiently Navigate the business side of graphic design with confidence from freelancing strategies to client communication and marketing

yourself effectively Cultivate creativity innovation and a lasting legacy as a designer while staying abreast of emerging technologies and industry trends Whether you re just starting your journey or seeking to refine your skills Mastering Graphic Design is your indispensable companion on the path to becoming an amazing graphic designer How to Be a Graphic Designer: A Comprehensive Guide Simon Meadows, How to Be a Graphic Designer A Comprehensive Guide is your ultimate roadmap to becoming a skilled and versatile graphic designer This all in one book and course covers every facet of graphic design from foundational principles and software mastery to advanced techniques in branding web design and motion graphics With twenty detailed chapters featuring practical exercises real world case studies and insights from industry experts this guide is designed to equip you with the knowledge and skills needed to excel in the dynamic world of design Whether you re a student aiming to break into the field or a professional looking to sharpen your expertise this book offers a thorough curriculum to help you navigate your design career with confidence and creativity *Creating Impactful Visuals: A Comprehensive Guide to Graphic Design for Students and Professionals* Pasquale De Marco, 2025-05-20 In a world saturated with visual information graphic design has emerged as a powerful force shaping the way we communicate consume information and experience the world around us Embark on a transformative journey with *Creating Impactful Visuals: A Comprehensive Guide to Graphic Design for Students and Professionals* the ultimate resource for mastering the art of visual communication This comprehensive guidebook unlocks the secrets of effective graphic design empowering you to create visuals that captivate persuade and inspire Delve into the fundamental principles of visual communication exploring the elements and principles of design color theory and typography Discover how to harness the power of visual hierarchy to create cohesive and impactful compositions With in depth exploration of industry leading design software including Adobe Creative Suite Photoshop Illustrator and InDesign you ll gain the technical proficiency to transform your creative visions into tangible realities Learn the intricacies of designing for print web and digital media mastering the art of creating brochures flyers posters websites social media graphics and more Explore the realm of branding and identity delving into the process of building a strong brand presence Discover how to craft compelling logos visual brand elements and brand guidelines ensuring a consistent and recognizable brand experience across all platforms Engage in the world of packaging and product design learning how to create visually appealing packaging that enhances product appeal and drives consumer engagement Uncover the secrets of editorial and publication design mastering the art of designing magazines newspapers and book covers that capture attention and leave a lasting impression Learn the intricacies of layout typography and data visualization transforming complex information into visually appealing and easily digestible formats As you progress through this comprehensive guide you ll discover the transformative power of design in addressing social issues raising awareness and promoting positive change Explore case studies of successful design campaigns that have made a tangible difference in the world *Creating Impactful Visuals* is more than just a textbook it s an inspiring journey through the world of graphic design

filled with practical exercises real world examples and expert insights Whether you re an aspiring designer seeking to launch your career or a seasoned professional looking to refine your skills this book will equip you with the knowledge and expertise you need to thrive in the ever evolving realm of visual communication If you like this book write a review on google books

The Complete Idiot's Guide to Graphic Design Marcia Layton Turner, Marjorie Crum, 2008-10-07 If you can dream it you can design it Whether your goal is to design your own marketing materials launch a visually compelling blog or just have some fun creating your own CD covers *The Complete Idiot's Guide to Graphic Design* is your one stop reference Presented in an intuitive accessible format here are the fundamental elements of design and design principles as well as instruction on how to apply those elements and principles to a variety of projects Covers art supplies software concept development reproduction needs and much more Sample projects include business cards print and web ads and graphic T shirts Follows the success of other titles aimed at the aspiring artist including the *Complete Idiot's Guide* titles on digital photography drawing and manga

The AIGA Guide to Careers in Graphic and Communication Design Juliette Cezzar, 2018-03-08 What graphic design is what designers need to know and who becomes a designer have all evolved as the computer went from being a tool to also becoming our primary medium for communication How jobs are advertised and how prospective candidates communicate with prospective employers have changed as well as has the culture and context for many workplaces requiring new approaches for how to find your first and last position Through clear prose a broad survey of contexts where designers find themselves in the present day and interviews with designers *The AIGA Guide to Careers in Graphic and Communication Design* is an invaluable resource for finding your place in this quickly changing and growing field The book includes interviews with over 40 designers at all levels working in house and out of house in studios consultancies or alone including Nicholas Blechman *The New Yorker* Rob Giampietro Google Njoki Gitahi IDEO Hilary Greenbaum Whitney Museum Holly Gressley Vox Media Cemre G ng r Facebook Natasha Jen Pentagram Renda Morton *The New York Times* and Alisa Wolfson Leo Burnett Worldwide

Architectural Graphic Standards The American Institute of Architects, 2007-03-30 Since 1932 the ten editions of *Architectural Graphic Standards* have been referred to as the architect's bible From site excavation to structures to roofs this book is the first place to look when an architect is confronted with a question about building design With more than 8 000 architectural illustrations including both reference drawings and constructible architectural details this book provides an easily accessible graphic reference for highly visual professionals To celebrate seventy five years as the cornerstone of an industry this commemorative Eleventh Edition is the most thorough and significant revision of *Architectural Graphic Standards* in a generation Substantially revised to be even more relevant to today's design professionals it features An entirely new innovative look and design created by Bruce Mau Design that includes a modern page layout bold second color and new typeface Better organized a completely new organization structure applies the UniFormat r classification system which organizes content by function rather than product or material Expanded

and updated coverage of inclusive universal and accessible design strategies Environmentally sensitive and sustainable design is presented and woven throughout including green materials LEEDS standards and recyclability A bold contemporary new package as impressive closed as it is open the Eleventh Edition features a beveled metal plate set in a sleek black cloth cover Ribbon Markers included as a convenient and helpful way to mark favorite and well used spots in the book All New material Thoroughly reviewed and edited by hundreds of building science experts and experienced architects all new details and content including new structural technologies building systems and materials emphasis on sustainable construction green materials LEED standards and recyclability expanded and updated coverage on inclusive universal and accessible design strategies computing technologies including Building Information Modeling BIM and CAD CAM new information on regional and international variations accessibility requirements keyed throughout the text new standards for conducting disseminating and applying architectural research New and improved details With some 8 500 architectural illustrations including both reference drawings and constructible architectural details Architectural Graphic Standards continues to be the industry s leading easily accessible graphic reference for highly visual professionals

Architectural Graphic Standards for Residential Construction American Institute of Architects, 2010-04-26 The residential construction market may have its ups and downs but the need to keep your construction knowledge current never lets up Now with the latest edition of Architectural Graphic Standards for Residential Construction you can keep your practice at the ready This edition was expertly redesigned to include all new material on current technology specific to residential projects for anyone designing constructing or modifying a residence With additional new content covering sustainable and green designs sample residential drawings residential construction code requirements and contemporary issues in residential construction it s a must have resource And now it s easier to get the information you need when you need it with references to the relevant building codes built right into the details and illustrations These new smart details go beyond dimensions with references to the International Residential Building Code presenting all the information you need right at your fingertips New features and highlights include Loads of previously unpublished content over 80% is either new or entirely revised Sustainable green design information in every chapter a must today s practicing building and construction professionals Coverage of contemporary issues in residential construction aging in place new urbanism vacation and small homes historic residences it s all here Coverage of single and multi family dwellings complete coverage of houses row homes and quadraplexes as dictated by the International Residential Building Codes

Graphics and Us: A Comprehensive Guide Pasquale De Marco, 2025-04-23 Embark on an immersive journey into the world of graphics with Graphics and Us A Comprehensive Guide This comprehensive guidebook is your ultimate companion providing a deep dive into the principles techniques and applications of graphic design Whether you re an aspiring designer seeking to master the craft or a seasoned professional looking to expand your skills this book has something for everyone Discover the fundamental elements of graphic design

including color theory typography and layout and learn how to harness them to create visually captivating designs Delve into the intricacies of graphic design software exploring popular tools and their features to help you select the right software for your specific needs With a solid foundation in the fundamentals you ll embark on a practical exploration of graphic design applications Create stunning logos and branding design eye catching flyers and posters and develop captivating illustrations and icons Learn to work with images and photographs effectively and discover the art of creating informative infographics and charts Explore the world of graphic design for print gaining insights into preparing files for print choosing the right paper and printing method and ensuring color accuracy Unlock the secrets of effective print design and avoid common pitfalls Delve into the realm of graphic design for digital media learning how to design for websites and apps create engaging social media graphics and optimize graphics for digital platforms Discover the importance of accessibility in digital design and follow best practices to ensure your designs are inclusive and user friendly Explore the exciting world of graphic design for motion where you ll learn to create captivating motion graphics design animated logos and intros and work with video editing software Gain insights into effective motion design and avoid common pitfalls to create visually stunning and engaging animations Discover the power of graphic design in marketing and advertising learning how to use visuals to capture attention convey messages and drive sales Explore the use of graphics in educational and training materials and understand the importance of visual aids in enhancing learning and engagement Finally peer into the future of graphic design where you ll discover emerging trends and technologies that are shaping the evolution of this field Consider the impact of artificial intelligence on graphic design the changing landscape of graphic design education and the exciting possibilities that lie ahead If you like this book write a review on google books [The Essential Guide to Graphic Design Success](#) Jordan Prudence,2015-07-31 The Essential Guide to Graphic Design Success is the latest eBook by innovator and author Jordan Prudence Success in the field of Graphic Design especially as a Sole Proprietor or hobby based graphic designer can be tricky It requires a set of talents that oftentimes creative persons do not have naturally Therefore the designer who is looking for success in her or his own terms must invest in learning these skills and adapt their way of thinking to something more linear The Essential Guide to Graphic Design Success provides tips to people who already have some background in the field or a base understanding of the technical aspects of design It covers the essentials of graphic design the types of people who enter the field and their options in the corporate world versus being a freelancer The field of graphic design is both an interesting one and challenging Each day graphic designers are brought into contact with new people who need their vision and creativity to make their own dreams come true It is a field were empathy and whimsy are as important as precision and structure The book guides the would be designer in the fundamentals of design as well as understanding what type of designer they are and what area of design is best suited for them It touches on how to find a style and refine it while also being adaptable It is a guide for the recent college graduate the corporate designer who is thinking of

going on her own or even someone who has had talent in the field as a freelancer but wishes to rethink their modality of business

Table of Contents Introduction Chapter One What Graphic Design Is Back at Point One Elements of Design Line Color Shapes Texture Typography Scale Principles of Design Chapter Two Who Graphic Designers Are Visual Problem Solvers Modern Day Artisans Anyone Can Be a Graphic Designer Chapter Three How Graphic Design Works A Career as a Corporate Graphic Designer A Career as a Freelance Graphic Designer Conclusion **The Graphic Designer's Electronic-Media Manual** Jason Tselentis,2012-06-01 This comprehensive resource for graphic designers will help you merge traditional print design skills with new technology to create imaginative informative and useful online experiences for clients and ultimately the end users The Graphic Designer s Electronic Media Manual focuses on reigning in the specific skills and tools necessary for creating design projects for the web and beyond You ll also find a rich collection of sound design examples for the web from studios around the world Unlike other books on web and electronic media this book is not a technical manual but a visual resource packed with real world examples of design for the web **The Graphic Designer's Guide to Pricing, Estimating & Budgeting** Theo Stephan Williams,2001 Williams graphic design firm founder author teacher lecturer on graphic design theory and business issues provides useful information for beginning and experienced owners of design businesses about achieving and increasing profitability Topics include new trends in technology and communication project proposals rates budgets estimates negotiations financial management software and work environment Written in a personable style to appeal to the creative professional who is mystified by the financial side of the design business c Book News Inc ***The Design Manual*** David Whitbread,2001 A comprehensive reference guide to the design and production of documents Written as a companion volume to the CommonwealthStyle Manual The Design Manualis an indispensable reference for traditional and digital publishing **The Designer's Guide to Business and Careers** Peg Faimon,2009-05-15 Find Your Niche and Be Successful Inside are the tools you need to get your design career off to a strong start and maintain it for the long haul Peg Faimon provides a comprehensive guide to basic business issues in today s competitive marketplace Whether you just graduated from college are building a freelance business or are starting your own firm this book will give you the confidence and knowledge to create a successful and fulfilling career You ll learn how to Research different career paths in design and organize your job search Craft an effective portfolio and master interview techniques Maintain a professional image and network to ensure a consistent stream of paying projects Collaborate effectively with clients other designers and experts in other professions like printers writers marketers and executives Establish a freelance business develop your in house career or kick start your own firm Stay fresh and move forward in the ever changing world of graphic design In addition real world advice from working designers and an interactive format will help you apply your new skills right away The Designer s Guide to Business and Careers will give you everything you need to experience immediate success in your career **Interior Graphic Standards** Corky Binggeli,2011-11-29 The new student

edition of the definitive reference on architectural interiors Interior Graphic Standards Student Edition is a carefully edited treatment of the authoritative Interior Graphic Standards Professional Edition Designed and organized to give students the specific information they require this is an essential reference for anyone studying architectural interiors New topics include accessible design basics computing technologies fire resistive construction fire protection systems security and communications systems interior equipment evidence based design and climate considerations In addition this second Student Edition offers more material on residential design is packed with more than 1 300 informative illustrations and includes the latest coverage for students to find real help understanding the critical material they need for the core classes required by all curriculums Additional revisions to this edition include Updated coverage of sustainable design and materials and ADA Standards for Accessible Design Companion website featuring online resources for students Expert advice and details for designing interior project types including commercial residential healthcare retail hospitality educational performance and museum spaces as well as existing building interiors Like Interior Graphic Standards Professional Edition this student edition s Second Edition provides essential specification and detailing information for working inside the structural shell covering interior partitions and floor systems updated lighting practices furnishings equipment and wall floor and ceiling finishes

Guide to Graphic Design Scott W. Santoro, 2013-01-02 Learn to Conceptualize Create and Communicate in Graphic Design An exciting first edition Guide to Graphic Design helps readers learn the mechanisms used to convey information integrate ideas into full concepts but most importantly to think like a graphic designer Scott W Santoro focuses on the principle that design is a layered and evolving profession The text highlights step by step design processes and illustrates how to build good work habits Creations from top design firms and design school programs are presented in each chapter engaging readers through the book Designers have contributed short essays on their work style their studio habits and their inspirations Each designer showing a passion for design and communication offers a new perspective and approach to possible working methods MyArtsLab is an integral part of the Santoro program Key learning applications include Closer Look tours 12 Designer Profile videos and Writing About Art This text is available in a variety of formats digital and print Pearson offers its titles on the devices students love through Pearson s MyLab products CourseSmart Amazon and more To learn more about our programs pricing options and customization click the Choices tab A better teaching and learning experience This program will provide a better teaching and learning experience for you and your students Here s how Personalize Learning MyArtsLab is an online homework tutorial and assessment program It helps students prepare for class and instructor gauge individual and class performance Improve Critical Thinking Exercises throughout the text help readers to make decisions and understanding the connection between an idea and its execution Engage Students Each chapter presents quick in class exercises and longer more involved projects Support Instructors Instructor recourses are available in one convenient location Figures videos and teacher support materials create a dynamic

engaging course

Reviewing **Graphic Design Guidelines**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Graphic Design Guidelines**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

<https://staging.conocer.cide.edu/About/uploaded-files/HomePages/Hibbeler%20Dynamics%2013th%20Edition%20Solutions%20Chapter%201.pdf>

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