

# The Art of Clear Writing

By Dorcas Ojo • October 14, 2025

Writing clearly is not about using big words. It's about making ideas easy to grasp. Good typography helps, too — it gives rhythm and tone to your message.

## Why Readability Matters

Readers don't want to struggle through text. They want to absorb information quickly and comfortably. That's where spacing, font choice, and hierarchy come in.

1. Choose readable fonts
2. Use adequate line height
3. Keep paragraphs short

*"Typography is the craft of endowing human language with a durable visual form."*  
— Robert Bringhurst

Want to explore more? [Read my design notes here.](#)