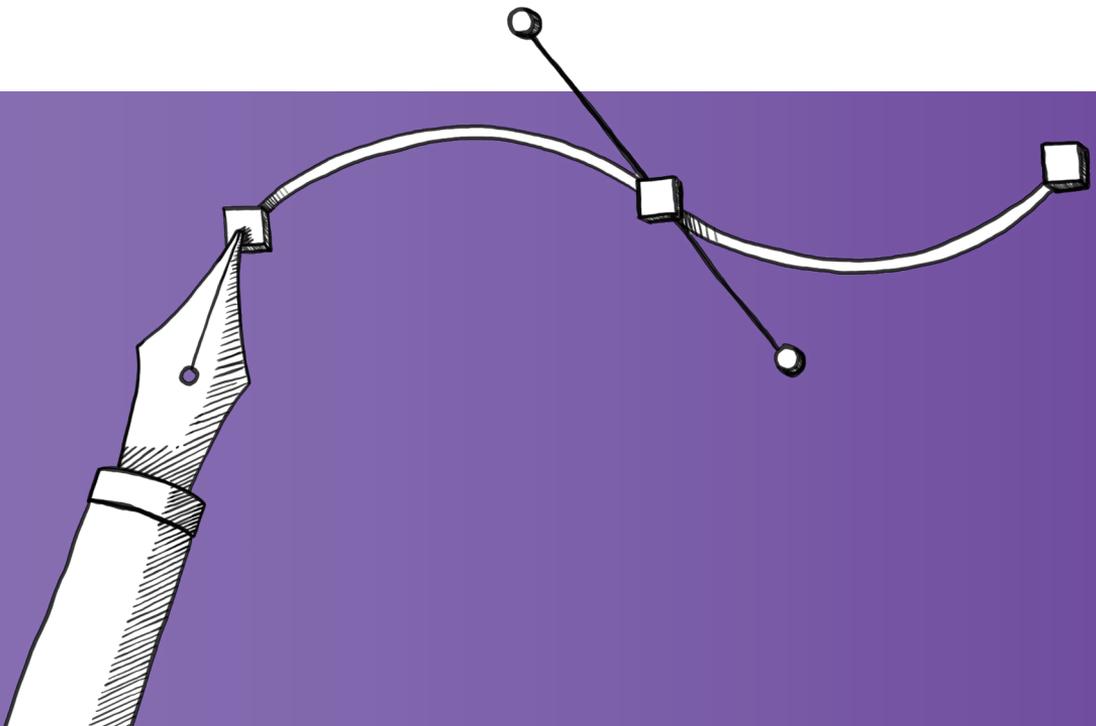




Design Tips

While there is no substitute for professional designers, if you're looking to enhance your visual communication yourself, here are eight design tips to help you get the best result.



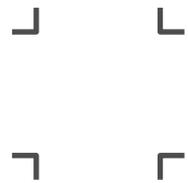
1. Know your audience

Always know your target audience. Knowing your audience will allow you to improve your design choices to make sure you're connecting and engaging with the right people.



2. White Space is important

Good design is more about what you don't put on a page than what you do. White space will add simplicity, elegance and professionalism to your design. It allows you to focus the reader's attention on what's important.



3. Typography

As manners maketh man, type maketh design. Select fonts that work with the theme of your design that offer clarity and high readability. Limit your font selection (ideally no more than two) and don't distort fonts. Pay attention to your spacing (leading and kerning) and avoid widows (a single word at the end of a paragraph on its own line).



4. Make your colours work

While colours are very subjective, they can have significant meaning and influence evoking strong emotions. Cool colours like blues and greens have a calming effect and tend to be more traditional, where as warmer colours such as reds and yellows can be uplifting and energetic. Create a palette of colours that will not only fit your branding, but compliment the theme of your design. It's always good to include a contrasting colour that you can use to make important elements stand out.



Design Tips



5. Balance

The design layout and in particular the balance are very important to good design. Items should be carefully positioned on a page using natural lines to align them. Just like in photography, composition is also really important to design, so avoid centring everything or having everything to the left or right.



6. Quality images

Make sure you use the highest quality images possible throughout your design. The quality, framing, style, proportions, and lighting of the images should stay consistent throughout your design. Images are a fundamental element of design, the better the quality of image, the better the result.



7. Have a hierarchy

Create a hierarchy of your content, what is the most important element, what's the second most important element and so on. Your design and layout should visually reflect this otherwise everything will compete with one another, or be too bland, or even worse the key message or element will be overlooked.



8. Sense of purpose

Everything in your design should exist for a reason. If an element serves no purpose then remove it, as it creates unnecessary visual clutter and potentially can detract readers from your main message. As we mention in point 1 less is more.

Great design can go unnoticed but have a big impact, or as more eloquently put by American designer Joe Sparano;

"Good design is obvious. Great design is invisible"





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