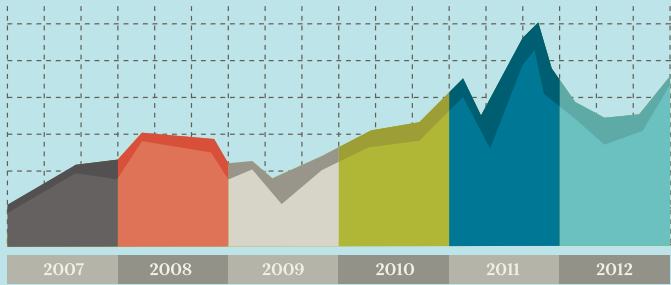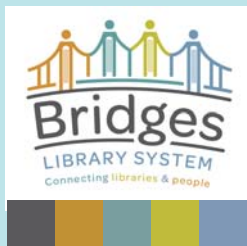# VISUAL DESIGN TIPS & TRICKS
USING THE BASIC DESIGN PRINCIPLES TO CREATE EFFECTIVE VISUAL COMMUNICATIONS

DESIGN INSPIRATION (photographs, illustrations, charts/graphs, icons or logos)

Find or create design elements that help communicate or enhance your message. Use these elements to help build an overall style, theme, and color palette to use throughout the design to help create unity.

Create a Color Palette

https://99designs.com/profiles/melaniedesigns/designs/423498

https://www.instagram.com/designseeds/

TITLE HERE:
Subtitle Here

YOUR NAME HERE
Title, Affiliations Goes Here
Contact Information | Email | Phone

KEY QUESTION
KEY FINDINGS
KEY MESSAGE

HEADING A
HEADING B
HEADING C
HEADING D

ACKNOWLEDGEMENTS

Logo 1   Logo 2   Logo 3

Repetition of colors, shapes, themes, textures or spatial relationships create unity.

LAYOUT & ORGANIZATION

Create a layout that is balanced and organized. A grid structure and careful attention to the alignment of elements can help create order in a design.

Create order
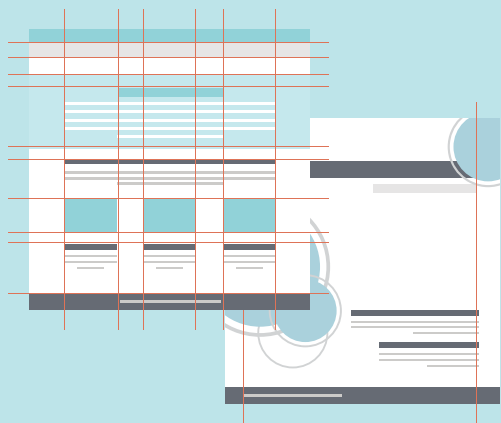
Create balance

Symmetric (formal/static)

Asymmetric (dynamic/active)

Choose a layout style (symmetric or asymmetric) that reflects the purpose or message of the visual communication.
Is the message more formal and ordered or might the message lend itself to a layout that is more dynamic and active?

HIERARCHY

Use contrast among some elements to set them apart. The emphasis we give to various elements in a design can influence the flow and understanding of the content.

Contrast in type style, weight, or color of headings and titles can help create a strong hierarchy...this hierarchy will help guide the viewer through the information.

Create a strong hierarchy

Create a focal point

The proportion (scale) or the deliberate placement (isolation) of an element can draw attention to it - helping to create a focal point in the design.

TYPE

As a general rule, try to limit the number of typefaces in a design to one or two. Repetition of type style will help create unity (everything will look like it belongs together).

Ideally, the typeface you choose should include *italic*, regular or book, **bold** and **condensed**. These styles of the same typeface should give enough variation to communicate the message, add interest to the design and help organize the content.

Jenna Sue
Franklin Gothic Demi

Franklin Gothic Book
Franklin Gothic Book italic
Franklin Gothic Demi
Franklin Gothic Demi Condensed
Franklin Gothic Heavy
Franklin Gothic Medium
Franklin Gothic Medium Condensed

A second typeface or a decorative style can be used to create emphasis or contrast in a design.

Don't just decorate... communicate!

Every design element should serve a purpose – add value to the message.
- Evoke a feeling or mood
- Convey a message or idea
- Build a user's engagement with the content
- Control the pacing of material
- Help organize the information
- Create a hierarchy

A few design resources...

Books
Robin Williams. (2008). *The Non-Designer's Design & Type Book*s. Deluxe Edition. Peachpit Press.

Color: color.adobe.com | colourlovers.com

Fonts: fontsquirrel.com | ifontyou.com

Images: iStockPhoto.com

Designers: 99Designs.com

Inspiration: LibrarianDesignShare.org

Design Tools: canva.com | Adobe Creative Cloud

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