

THE IMPROMPTU DESIGNER'S *guide* TO GOOD DESIGN

TYPE "TID BITS"

GOOD GENERAL PRACTICES FOR COPY DISPLAY

- Line length in print and web design is an important consideration. Whenever possible, make sure that your line length is **NO shorter than 30 characters** (this includes space and punctuation). This allows the viewer to read with ease and best absorb information.

Example:

16-27 CHARACTERS VISUALLY CHOPPY AND HARD TO READ

The traditional role of design has been to improve the visual appearance and function of messages and information. The publishing industry relies on designers for printed and online books, magazines, and newspapers that inform, delight, and support the interests of readers.

30-40 CHARACTERS SMOOTHER READ, VISUALLY COHESIVE

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60+ CHARACTERS IDEAL LENGTH, EASIEST TO READ

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- If possible, avoid hyphenation!** It's a visual eye sore and can make text more difficult to read.
- Hierarchy is important!** What is the first thing you want the viewer to read? Have you snagged their attention with a visually "heavier" header?

WHAT IS DESIGN?

The traditional role of design has been to improve the visual appearance and function of messages and information.

- Create texture with type.** Vary size, weight, and type face to create something visually striking!
- Avoid single words as the last line of a paragraph and single lines of text at the beginning or end of a column or page.**

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LOGO "NO, NO'S"

MAKE SURE YOUR LOGOS ARE VISIBLE & LEGIBLE

When dealing with logos, the rules are flexible! However, these are some important considerations when placing it in a design or on an image.

Examples:

ON PHOTOS

YES (DARK LOGO ON LIGHT TONES)



YES (WHITE LOGO ON DARK TONES)



ON TEXTURES

YES (WHITE LOGO ON DARK TEXTURE)



YES (DARK LOGO ON LIGHT TEXTURE)



ON SOLIDS

NO (THE TONES ARE TOO SIMILAR)



YES (THE TONES ARE DIFFERENT)



ON PATTERNS

YES (WHITE LOGO ON DARKER PATTERN)



YES (DARK LOGO ON LIGHT PATTERN)



CONSIDERATIONS WHEN DESIGNING A LOGO:

- Does the logo work in single color? (If not, make sure you're able to create a version that does.)
- Is it readable when sized down to an inch?
- Always start with PMS Colors (from there you can derive their CMYK, RGB, and Hex codes.)
- No gradients or strokes.
- No pictures or photos.
- Logos need to originally be built in vector format (Illustrator).
- Make sure it does NOT closely resemble competitors' logos.

COLOR - "A ROAD TO THE CODES"

HOW TO MAKE SENSE OF DIFFERENT COLOR FORMATS

Colors (especially when we want to keep them consistent on many platforms) can get a bit complicated. It doesn't have to be! Here is a quick reference of which color formats go where.

THREE MAIN COLOR FORMATS:

- PANTONE COLORS — PRINT COLLATERAL - LOGOS, BUSINESS CARDS, ETC.
- CMYK — PRINT COLLATERAL - T SHIRTS, FLYERS, POST CARDS, ETC.
- HEX CODES — SCREEN DISPLAY - WEB DESIGN, APPS, SOCIAL MEDIA, ETC.
- RGB — SCREEN DISPLAY - WEB DESIGN, EMAIL EBLASTS, ETC.

