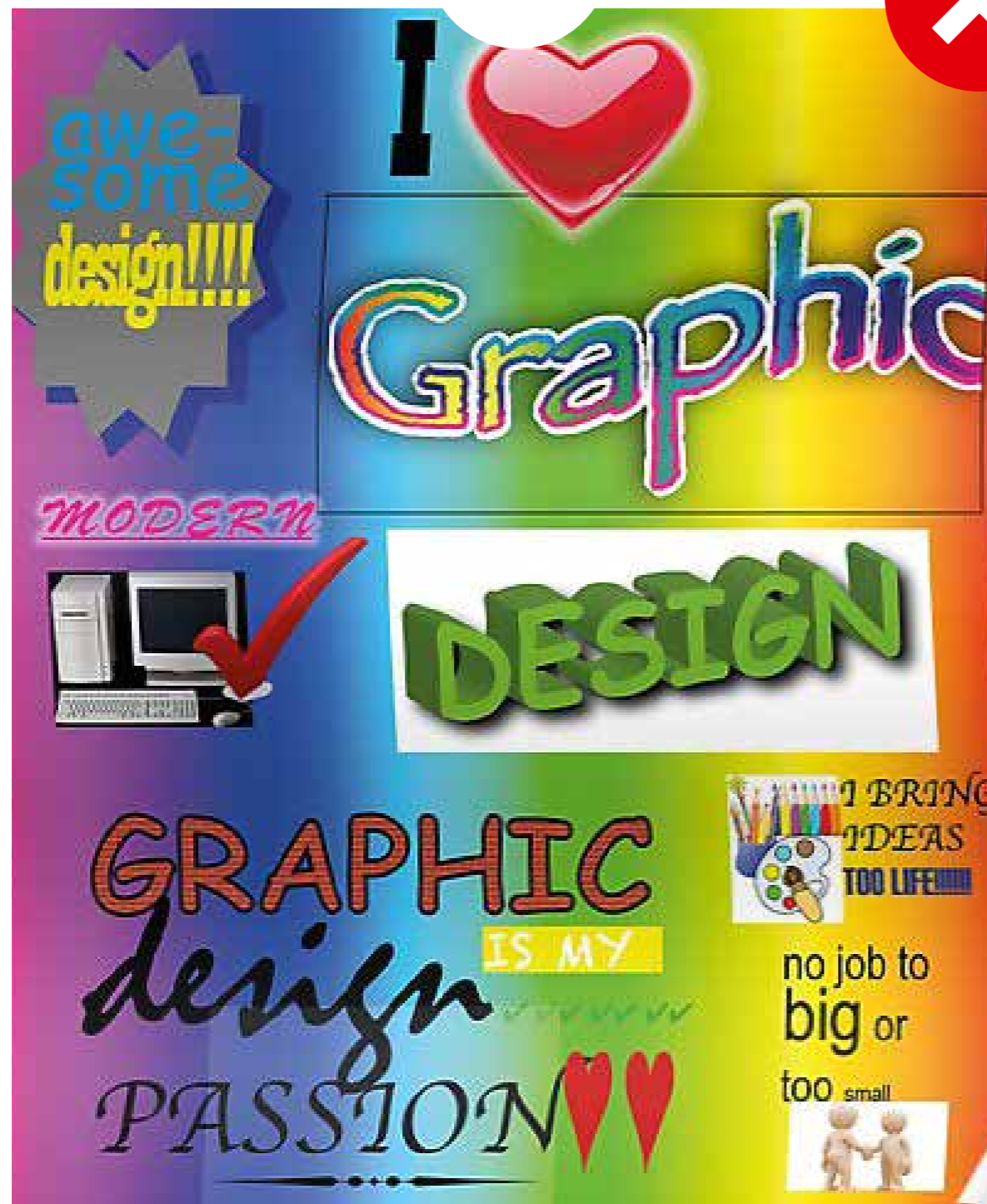


Top tips for creating great design

Limit your typefaces

There are 1000's of typefaces/fonts available to use. Many of which are great...but don't get carried away. Any piece of communication should be easy to read, if it isn't, then it's not communicating and therefore has failed to do what is required! The use of too many font styles causes confusion. Pick one or two fonts maximum.



Respect the
space of
other elements.

We can all get carried away with the excitement of trying to let people know what we're trying to say. If you are creating something, always remember that each individual element needs its own space to be seen.



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Use a small colour scheme

Along the same lines as typefaces, the use of too many colours can make a piece of design look complicated and unconsidered. Find a colour palette that you think your target audience will like...and stick with it. A couple of colours should be enough to create a bright and engaging bit of design.



Create order with alignment

Paying attention to even the littlest details of type can make all the difference in the world when you're designing an email, poster, or image for social media. As a rule, try to align words and images in a grid like design. This is called Swiss typography, and is the basis of all modern typography.



