Graphic Design Tips

1. **White space is your friend!**
   - White space is the clear area between words, pictures, and other elements on your page.
   - White space is as important to effective design as the images and words themselves.
   - It provides a place for the eye to rest between elements on the page.
   - Not enough white space on a design makes it look cluttered, messy, and hard to understand.
   - White space doesn’t have to be “white.”
   - Used properly, white space can call attention to the most important parts of your design.
     Example of good use of white space:

     ![Example of good use of white space](http://www.serif.com/blog/how-important-is-white-space-in-print-design/)

2. **Use high quality images**
   - Nothing ruins a design faster than a pixelated or grainy image. Camera phone images are seldom high quality enough to use in a print project. Low resolution images can also become grainy when resized.
   - Refrain from copying and pasting images from the web. Instead, use high quality images from photo sources like 123RF.com, pexels.com, and unsplash.com.
3. **Know your fonts.**

- **Serif:** Font with small lines attached to the end of a stroke in a letter or symbol. Serif fonts are considered easier to read in print form and make long blocks of print more readable. Serif fonts have a traditional and serious feel.

  Example: Times New Roman and Libre Baskerville.

- **Sans Serif:** Font *without* the small lines attached to the end of a stroke in a letter or symbol. Sans Serif fonts are thought to be easier to read on a screen and have a more modern feel.

  Example: Helvetica and Futura

- **Script:** Have the look of handwriting and the characters are usually connected. Script fonts range from having an elegant to fun feel.

  Example: Snell Roundhand and Noteworthy

- **Decorative:** Unusual and used to get your attention. Most effective when used in small doses.

  Example: **PHOSPHATE** and Chalkduster

4. **Thoughtfully choose one to three fonts that complement each other**

- Your choice of font sets the tone for the entire project, so choose carefully!
  - Choose a classic looking font like Libre Baskerville for serious projects.
  - Choose a font with personality, like Quicksand, for fun projects.

- Pick no more than 3 fonts that complement each other. Using more than 3 fonts can dilute the impact of your design and distract the reader.

- To call more attention to certain aspects of your design, try using the same font *bolded, in italics,* or ALL CAPS. (Use all caps sparingly!)

- Expert tip: For more contrast and impact, mix serif, sans, serif, script, or decorative fonts.

- For a more in-depth look at choosing fonts for a project, check out Canva’s Design School article on the subject: [https://designschool.canva.com/font-design/](https://designschool.canva.com/font-design/)
Good example of font use

This design uses two fonts: Playfair Display Black and Montserrat. Both are solemn enough for the occasion, but still visually interesting. The designer utilized complementary colors and bold/not bold to call attention to important aspects.

Bad example of font use

Too many decorative fonts, too many font types, and not enough white space make this design hard to look at while the message is lost in translation.
4. Pay attention to color
Color choice can have a major impact on how your audience views your design. When choosing the colors, think about your target audience and the purpose of the flyer. For a professional look, try using analogous or complementary colors.

Graphic Credit: Richard Mehl blog.creativelive.com/color-theory-fundamentals/