

Graphic DESIGN 101

• 8 TIPS TO MAKE YOU A BETTER DESIGNER •



The most successful designers know that having the basics down is essential. If you don't you'll be left in the dust. Even if you're just a beginner, an expert or even if you're not a designer, these 8 tips will definitely prove to help expand your graphic design knowledge and help you master the basics.

1 TYPOGRAPHY

Typography is one of the most important elements in any design.

Too much contrast

Too little contrast

Contrast font styles

HAVE A BALANCED typographic hierarchy

2 USE A GRID

When creating a website or any piece of editorial design, it's uber important to use a grid. Using grids will help you organize all of the elements of your design.

Organized

NOT organized



3 KEEP IT SIMPLE

Keeping your designs simple and clean is a sure-fire way to create a pleasing and amazing design. Too many elements and too much clutter will look overdone and disrupt the design.

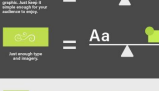
Too Busy

Simple



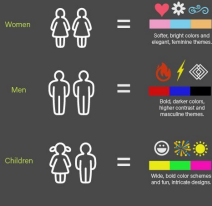
4 KEEP IT BALANCED

Balance between type and design is crucial at any time. However, that doesn't mean making the type the same visual weight of the design elements.



5 KNOW YOUR AUDIENCE

Knowing your audience will further allow you to improve and narrow your design choices and schemes to market to the right people.



6 LEARN COLOR THEORY

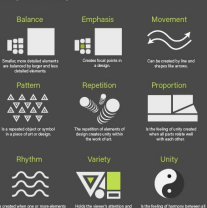
Understanding basic color theory will significantly improve the impact your designs could have. Choosing and knowing how which colors psychologically affect your audience make a better design.



* Different colors when combined can create/reflect moods you want to portray in your designs.

7 KNOW THE PRINCIPLES

The most important thing is knowing the basic principles of design. If you don't know them, familiarize yourself with them and then put them to practice. These basics will significantly improve your designs and knowledge.



8 REVISE AND IMPROVE IT

So now that you have a design that you like, be sure to get outside opinions on it. It's always helpful to have a second eye to spot things you didn't catch before.



★★★★★ Whether or not you're an expert designer, these tips are great ways to raise your level of skills and improve your designs. Just knowing the basics can create eye catching, functional and pleasing designs that your audience and viewers will love!

Sources:

www.amberddesign.com
www.getty.edu