

01 Use quality typefaces + font families

Despite the variety of type styles available, sticking with one serif and one sans serif font helps maintain clarity. Good options can be found among system fonts that are already installed on your machine, or via [Google Fonts](#).

SYSTEM TYPEFACES	Garamond	SYSTEM TYPEFACES	Helvetica	Arial
SERIF	Georgia	SANS SERIF	Verdana	Franklin Gothic
	Palatino		Gill Sans	News Gothic

02 Determine a hierarchy of information

Determine which information is the most important and which is the least important, then organize your content accordingly; give greater prominence and priority to content you want to draw the most attention to.

3 days of Art and Music. Book your tickets, Spread the word, invite friends.
Where : "Jazz and Blues" When : 21,22, 23th of October 09. Contact mail@concert.com, call 012356565
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(Images from designjunction.in/blog/2009/08/31/visual-hierarchy-and-typography/)

03 Remember that sometimes, less is more

Don't let the lure of fun fonts and Photoshop effects drown out the core message you're trying to communicate. Consider the examples below and whether or not more text and images equals a better design. There is no "correct" answer on this point but it is important to continually ask yourself if your hierarchy of information is getting lost as a result of adding too much content.



(Images from Google)



04 Utilize grids!

Good design is rooted in good organization and structure. One way to successfully create order out of chaos—and emphasize your hierarchy—is to develop a grid system that serves as a template for placing your content. To help you get started: **Utilizing Grids in Print Design.**



(Images from www.theworldsworstwebsiteever.com; www.papress.com/other/thinkingwithtype/index.htm)

multi-column grid with horizontal anchor

<p>Grid systems</p> <p>The typographic grid is a proportional layout for organizing content within a fixed container. It is a formal program of organization that determines the placement of content from image, text, and other elements. It is a formal program of organization that determines the placement of content from image, text, and other elements. It is a formal program of organization that determines the placement of content from image, text, and other elements.</p>	<p>Grid systems</p> <p>A grid can be simple or complex, specific or generic, tightly defined or loosely interpreted. Typographic grids are all about control. They establish a system for arranging content within the space of page, screen, or both environments. Designed in response to the internal pressures of content from image, text, and other elements, an effective grid is not a rigid formula but a flexible and resilient structure. It belongs to the technological framework of typography, from the concrete materiality of letterpress to the abstract realm of digital production. Although software generates thousands of smooth curves and continuous lines, every digital image or mark is constructed from a grid of tiny rectangular blocks. The ubiquitous language of the grid speaks to all who use it, and it is a formal program of organization that determines the placement of content from image, text, and other elements. It is a formal program of organization that determines the placement of content from image, text, and other elements.</p>	<p>Grid systems</p> <p>The typographic grid is a proportional layout for organizing content within a fixed container. It is a formal program of organization that determines the placement of content from image, text, and other elements. It is a formal program of organization that determines the placement of content from image, text, and other elements. It is a formal program of organization that determines the placement of content from image, text, and other elements.</p>
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modular grid

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05 Develop a concept

Part of effective communication is creating an overarching theme or concept to tie your design and content together. What kind of tone are you trying to set? Who is your audience? What do you want them to know? Using a set of given facts may not be enough to persuade others to think a certain way about a particular subject. A theme or concept, however, can help make an effective emotional appeal.

06 Be consistent

Whether you are developing graphics for social media and/or print, the content—image, typefaces, etc.— should be consistent. Social media asset dimensions will vary, depending on the platform:

[Always Up-To-Date Social Media Image Sizes Cheat Sheet](#)



Facebook



Web



RedPost (digital posterboard)

07 Print drafts of your layouts

Designs look different on-screen than they do in hard copy formats, so it's a good idea to print out at least one draft of your layout before making a final print for distribution or posting graphics to social media. (Reading over a hard copy can also make it easier to check for typos.)

08 Get feedback

Getting feedback is perhaps the single most important aspect of creating strong compositions. As challenging as it can be to open yourself up to criticism, hearing what other people have to say inevitably strengthens the quality of your work.

09 Additional considerations

Times change, and so does the language we use. Consider whether or not the words you're using are inclusive, appropriate for the audience you are targeting, and culturally aware. Think "people" versus "guys" and "people with disabilities" versus "the handicapped":

[An Incomplete Guide to Inclusive Language for Startups and Tech](#)