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Tips for Designers: by Lindsey Avery

◊ **How do you create a design which conveys a message?**

Research: Target Audience, Culture, Competition, design's purpose, and popular design styles and color schemes within client's/employer's industry

Target Audience:
A target audience is the demographic of people most likely to be interested in your product/service.

Culture:
The customary beliefs, social forms, and material traits of the country and audience who
will use the product/service, and view your design.

Competitive Research:
Identify your client's top competitors. Analyze their current designs, their pros and cons. Analyze
viewer/customer reviews of those designs. There are online tools to assist with this.

Design's Purpose:
What specifically does the client/employer want to convey with this design?
Are they advertising a new product/service, or an update?

Analyze: the Product/Service, including release date; current designs for that product/
service, including: Branding, content, voice, styles and color schemes. Review viewer/customer
reviews of those designs.

Popular Design Styles and Color Schemes within Industry:
From your Competitive Research, you should know what design styles and color schemes are
currently being used by competitors, and be able to analyze which ones are popular currently.

What Is Your 'Target Audience' in Marketing?
https://www.thebalancesmb.com/what-is-a-target-audience-2295567

Sizing Up the Competition: How to Conduct Competitive Research
https://www.uschamber.com/co/start/strategy/how-to-conduct-competitive-research

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◊ How do you make a visually appealing design?

Successful use of Visual Hierarchy, Rule of Thirds/Designing on a Grid, Color Scheme, and Font Usage.

Visual Hierarchy:
The principle of arranging elements to show their order of importance. By laying out elements logically and strategically, we control the viewer's eye on the design, and guide it to a desired end.

Rule of Thirds:
A simple grid of nine equal boxes, created by dividing the design space equally into thirds, horizontally and vertically, usually created with guidelines.

Color Scheme:
The planned use of specific colors to achieve a desired psychological and emotional reaction, Complimentary Colors or Monochromatic Colors, for example.

10 rules of composition all designers live by
https://www.canva.com/learn/visual-design-composition/

Visual Hierarchy: Organizing content to follow natural eye movement patterns
https://www.interaction-design.org/literature/article/visual-hierarchy-organizing-content-to-follow-natural-eye-movement-patterns

The Rule of Thirds: Know your layout sweet spots
https://www.interaction-design.org/literature/article/the-rule-of-thirds-know-your-layout-sweet-spots

Graphic Design Tutorial: Designing to a grid
https://www.youtube.com/watch?v=kr5kyr4s89Y&feature=youtu.be

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◊ How important are fonts in design?

In design, both illustrations and fonts are important, and a successful design is a successful combination of the two within the layout.

Typography is an art form that uses fonts/typefaces to focus the viewer's attention, and build brand recognition.

When choosing the fonts for your design, think about: the brand's personality, and the tone that is being used within the content. Your fonts should match these two.

What Is Typography, And Why Is It Important? A Beginner's Guide
https://careerfoundry.com/en/blog/ui-design/beginners-guide-to-typography/

10 Examples Of Beautiful Blogs That Have Nailed Their UI Design
https://careerfoundry.com/en/blog/ui-design/beautiful-blog-ui-design/

Graphic Design Tutorial: Typography and Design
https://www.youtube.com/watch?v=mBoVoj5jLfc&feature=youtu.be

Graphic Design Tutorial: Choosing fonts

https://www.youtube.com/watch?v=Xwahw7mdeXQ&feature=youtu.be&t=99

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◊ How does Color Theory play an important part in design?

After layout, color scheme is the second most important part of a design. The color scheme helps control the viewer's eye within the layout, as well as their emotional and psychological reaction to the design, and the product/service being advertised.

Specific color combinations cause specific reactions. It is a controlled, psychological manipulation of sorts, when you choose a color scheme, because you are deciding the reaction the viewer will have.

Some widely used color schemes include: Complimentary, Monochromatic, and Analogous Colors.

Basic Color Theory:
https://www.colormatters.com/color-and-design/basic-color-theory

Color Schemes:
http://www.paletton.com/wiki/index.php?title=Color_scheme

The Meanings of Colors:
https://www.colormatters.com/color-symbolism/the-meanings-of-colors

Why Color Matters:
https://www.colorcom.com/research/why-color-matters

What Are Complimentary Colors:
https://www.thesprucecrafts.com/definition-of-complementary-colors-2577513

Understanding Analogous Colors:
https://www.thespruce.com/understanding-analogous-colors-1973820

Monochromatic Color Scheme:
http://www.paletton.com/wiki/index.php?title=Monochromatic_color_scheme

Paletton Live Colorizer (tool):
http://paletton.com/widget/

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◊ How do you make a Minimalist Design?

Minimalist Design is an extremely simple style of design. It is all about simplifying the layout, color scheme, and font usage. Currently Minimalist Design is sought by most industries for their graphic and web designs.

A Minimalist Design can be accomplished through: removal of any extra or distracting elements, limit to 2-4 colors (including any tints and shades), and use of sans-serif fonts.

Tips for Minimalist Design:
Include plenty of negative space
Keep only what is needed
Remove shadows and glows
Keep it balanced
Limited color scheme
Use sans-serif fonts
Grids can be used, if they serve a purpose

20+ Examples of Minimalist Design to Inspire Your Own Creations
https://visme.co/blog/minimalist-graphic-design/

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◊ How do you use sarcasm in a design?

Sarcasm involves the use of contradictions between stated and intended meanings. Using sarcasm can be tricky, and should only be done with the client's/employer's approval, because it is not always considered professional.

Some industries use sarcasm often, the Entertainment industry for example, others, like the Pharmaceutical industry, not so much.

The key to the successful use of sarcasm is complete understanding of your audience, their culture, and the place of the product/service within that culture (see the "Research" I mentioned earlier). Viewers tend to appreciate companies that can "make fun of themselves" in their designs.

Tips for using sarcasm in design:
Apparent/obvious absurdity
Use of text formatting: tags, italics, fonts, etc. that mark the sarcastic comment
Memes or illustrations displaying the opposite of the textual meaning
Use of audio or video: dramatic, silly, or sarcastic tone of voice or sound effect

7 Ways to Convey Sarcasm in Web Content
https://www.webdesignerdepot.com/2019/06/7-ways-to-convey-sarcasm-in-web-content/

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