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Tips to Keep Your Work Looking ~~Good~~ *Great!*

From: **Sure Fire Design Ideas for the Design-Challenged**
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10

KISS it.

"Keep It Simple, Sweetheart." If you remember that less is more, you will always look better than those who throw in everything but the kitchen sink.

9

Not too ...

While you are keeping it simple, remember that cute, funny, smart, flip and other intentions should be well-considered and researched before applied.

8

Take three.

The general rule is three: Three fonts, three colors, three objects. Once you have proven the rule, you can break it with discretion.

7

Balance space.

The "white space" rivals your other design elements. Good design incorporates space and elements effectively.

6

Make grids.

Remember geometry and points on a plane? Gridlines help align elements of design and fine-tune your work.

5

Define goals.

Customer focus is job one. Use the what, when, why, where and how of design and delivery to define your strategy.

4

Select colors.

All hues matter, so use the take three guideline. While color creates impact, it also sends invisible emotional and psychological messages.

3

Create movement.

Good design holds your interest. It causes your eye to travel through the composition so you see components and elements as well as the whole.

2

Be interesting.

Use the telescope and microscope method. Vary shapes, sizes, arrangement, placement and position of elements to maximize attention.

1

Finish well.

The finishing process begins with: 1) put away or save the design for editing to look at later with fresh eyes; 2) always print it out because it looks different in print; and 3) test it on others to make sure you are achieving your goals.