DESIGN PRINCIPLES cheat sheet

Contrast

Unless two items are exactly the same, make them different. *Really different.*

Repetition

Repeat some aspect of the design throughout the entire piece.

Alignment

Nothing should be placed on the page arbitraily. Every item should have a visual connection with something else.

Proximity

Group related items together, move them phsyically close to each other so the related items are seen as one.

DON'T DO THIS!

← *Caps and underline = BAD!!*

Capitals are hard to read but they do look nice as the first line of a paragraph. There is no need for two spaces before punctuation (*we're not on a typewriter now*). ⟪Add interest to text by experimenting with colours, sizes and faces—you may need to use baseline shift to make the letters look better. ⟫Fully justify your text only if the line length is long enough to justify its use, otherwise flush left is probably better. ⟫If your font has true-drawn small caps make use of them, plus you should use oldstyle figures when writing things like "in the '90s" for a more professional look.

A standard typographic indent is **one em**. Use either extra space between paragraphs or an indent. *But not both!* ⟫Use ornaments for a style bonus. ⟫For best readability, try a classic oldstyle serif face or a lightweight slab serif.☙If you use a sans serif font, a little extra leading and shorter line lengths tends to look better. ⟫Experiment with fonts, but give **Helvetica**, **Arial** and **Times New Roman** a miss. ⟫Body text doesn't need to be 12-point—try 10-point type for a more sophisticated look.

WHITESPACE IS GOOD

Be creative! Make pull quotes interesting.

Remember:

» *Start with the focal point*
» *Never put two typefaces from the same category on the same page*
» *Let text breathe; use whitespace for borders*

DON'T BE A WIMP! (you can break the rules)