Remember you are not designing for yourself; you are designing to communicate to others. Take the audience's needs, skills and abilities into account when developing your design.

Design with purpose. Keep your audience in mind. What action do you want them to take? Design to achieve your marketing bullseye.
A POWERFUL IMAGE + CLEAR MESSAGE = SUCCESSFUL MARKETING

- Remember, a picture is worth a thousand words.
- A dynamic image supports the copy and clarifies what you are trying to say, increasing the likelihood the audience will take the action you want them to.
- Be careful that images can be reproduced without losing resolution and that you have permission to use them.
What if traffic lights came in pink squares, purple circles, or green triangles, depending on the changing whims of a town and a few of its residents? Imagine the confusion, ensuing traffic jams and accidents.

Repeating design elements and consistent use of type and graphics styles within a document shows a reader how to navigate your layouts. This is even more crucial for multi-media campaigns. Don’t be a design disaster, keep these elements consistent:
- Use two typefaces maximum. OK, maybe three.
- Make sure that there is good visual separation between words and the background.
- Provide visual breaks and rest spots. Plenty of white space helps, as do narrower columns (39 to 52 characters—8 to 12 words) and pullout quotes.
- Use color to categorize content.
- Most important: treat similar information similarly.
- Keep leading and kerning space consistent.
- Standardize vertical space (e.g., space between headlines and text, before and after subheads, paragraphs).
- Don’t forget, one misspelled word can undermine the credibility of the entire piece.
- Implement general rules about body copy by using 9 point type minimum and a 14 point type maximum, depending on age, reading skills of the audience and physical size of the piece.
- Leading should be 2 points more than the point size of the type (e.g., 9 point type, 11 point leading).
- When using more than one type face, make sure they are very different (e.g., Prophecy (decorative font) and Avenir (sans-serif)).
- You can safely use one typeface with two different styles (e.g., use a light or regular weight with a bold or extra bold font).

In the immortal words of Nancy Reagan

Say yes to these fonts rules

Common mistakes
- Using all caps for body copy or highly decorative typefaces.
- Using too many fonts.
- Hyphenating more than two consecutive lines.
- Widows and orphans.
- Using Comic Sans and Hobo.
Designs that try to cram too much text and graphics onto the page are uncomfortable and may be impossible to read. White space gives your design breathing room.
RESOURCES

- uwosh.edu/imc
- Online Tutorials
- Visual Identity Guidelines

DON’T COPY!
GET INSPIRED

- thedesigninspiration.com
- netdiver.net
- mostinspired.com
- thebestdesigns.com
- thefwa.com