STUDIO M
VISUAL DESIGN

Design Principles

The principles of design influence the way users view and interact with a visual message. When implemented purposefully, they can be used to create an emotional with your audience, as well as enhance the overall user experience.

- **Start with your audience needs:**

    - What is the purpose of the communication tool?
    - How will it be used?
    - Who is your audience? What traits define them (occupation, location, values)?
    - How can you connect and engage with your audience?
    - What is the end goal? What action do you want your audience to take?
    - Understand your audience's make-up (structural barriers, cultural nuances, education level, etc.)

- **Create a clear hierarchy structure to guide a person through the content and provides clues to interpret the content:**

    - Headline (emphasize): what is the main point of communication?
    - Explanation: the details of the story, program or event
    - Supporting information: data, when/where/who/how
    - Call to action: website link, phone number, location
    - Organization logo and/or name

- **Compose your layout of visual elements to make it easy for your audience to navigate your layout:**

    - Create a clean and simple layout. Look at the overall composition and strive for balance.
    - Use plain language
    - Choose a limited palette of appropriate compatible colors, usually 2-3 colors
    - Use up to two typefaces that are appropriate and complimentary
    - Make sure your text is legible with enough contrast, especially if it's over an image or in a color block
    - Group together related items (blocks of text or elements in a graphic)
    - Make use of negative or "white" space (breathing space without design elements)
    - Use adequate margins to set apart graphic elements and to define sections
    - Add contrast to catch the user's eye or emphasize content (with color, size or text style)
    - Use relevant authentic photos or illustrations to add interest
    - Use textures and patterns sparingly as subtle elements
    - Be consistent throughout all your materials by repeating certain elements (color palette, typography, and graphic style)

CONTENT FACTORS: WHAT, WHY, WHO, HOW

- FLYER BEFORE -

- **WHAT**: The PURPOSE is unclear. (What is the reason to call?)

- **HOW:** The CALL TO ACTION should follow the WHAT and WHY

- **WHY** the customer should take action is buried and should have more prominence

- The DATA is secondary and should follow the **WHAT** (purpose)

- **WHO** is providing the service: clarify the relationship (i.e., partner or sponsor)

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- FLYER AFTER -

- **WHAT** the purpose is

- **WHY** the customer should take action

- Back it up with a TESTIMONIAL and/or DATA

- **HOW**: CALL TO ACTION with contact info + links

- **WHO** is providing the service or product

- Include PARTNERS/SPONSORS

GET HELP TO QUIT SMOKING

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