#DESIGNFOREVERYONE

Creative Adventure™

www.creativeadventure.co

#DESIGNFOREVERYONE

Small improvements,
BIG DIFFERENCE

Welcome onboard, Adventurers! You now start your design journey with CreativeAdventure (CA). This journey is completely free and accessible for everyone, as we believe design is enjoyable and creativity is shared!

Ok, let's go first with small improvements that create big differences in your design. We hope you have a great time reading this chapter and have many "wow" moments in your design later on.

To drive this journey from "Good to Great", visit us at:
www.creativeadventure.co

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Content

Document Size

A proper document design size would optimize viewing experience. Make sure you tailor the design size in accordance with different devices so that the viewing experience satisfies the audience the most.

✓ Check the target display devices before design to reduce rework later on.

! Remember: Pay attention to the trimming areas if you design for printing.

✂ Trimming

🖨 Printing

⬚ Cropping

◿ Screening
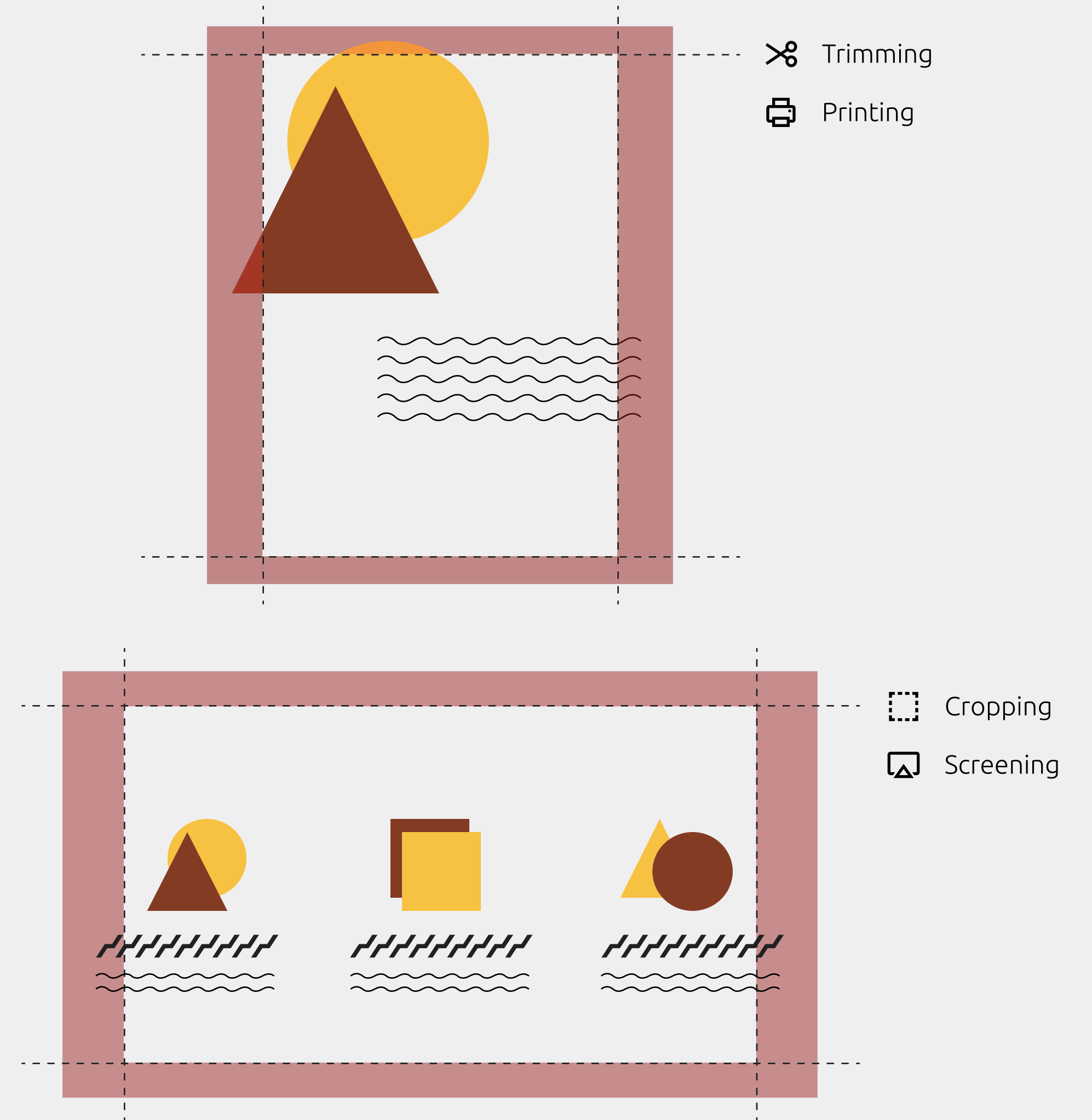
Object Size

Select a size option that helps your objects be visible from distance. Supersized objects would make the rest go blurred while small sizes may leave too much room for white space.

✓ Make sure the size relationships between elements are balanced so that the design looks clean and clear.

⊙ Remember: The definition of big or small depending on the hierarchy of content & the context used.
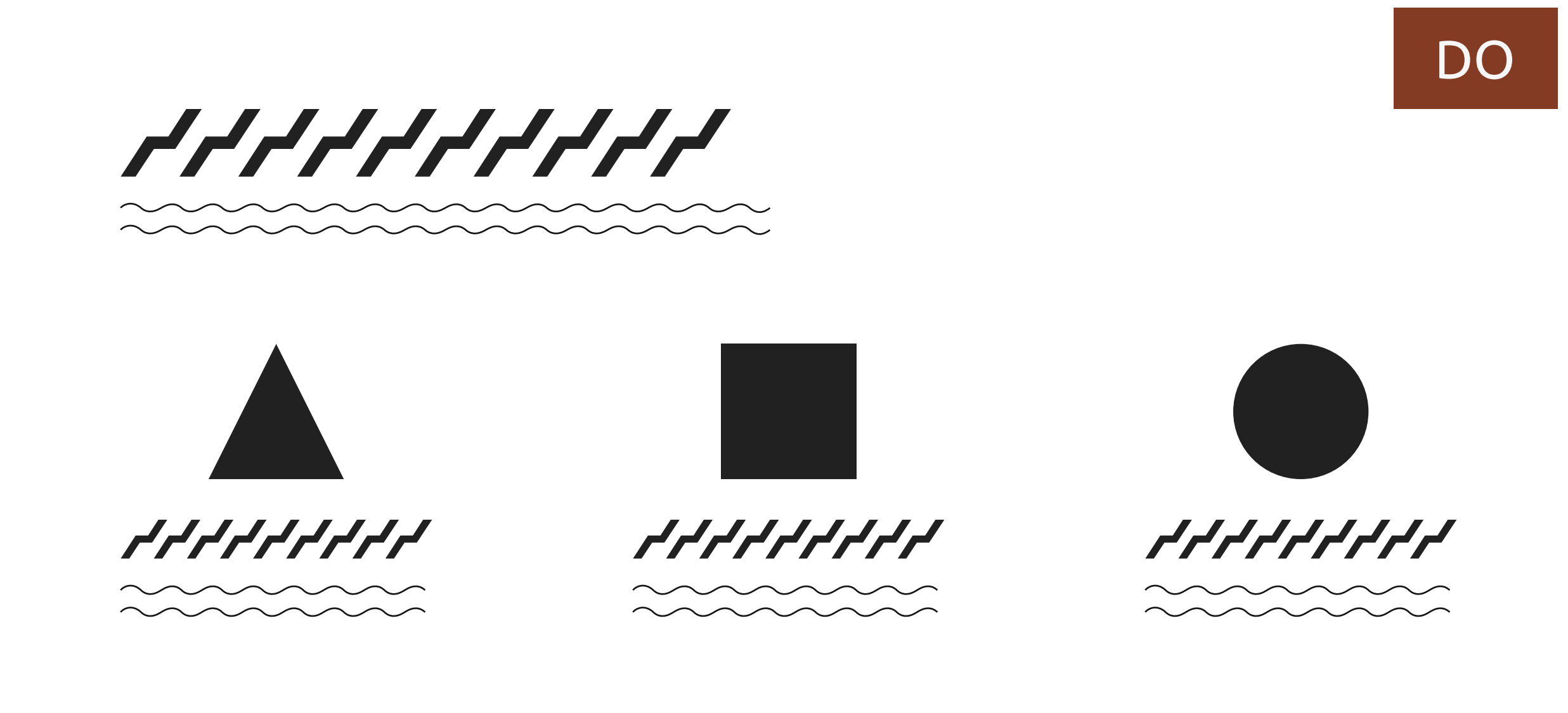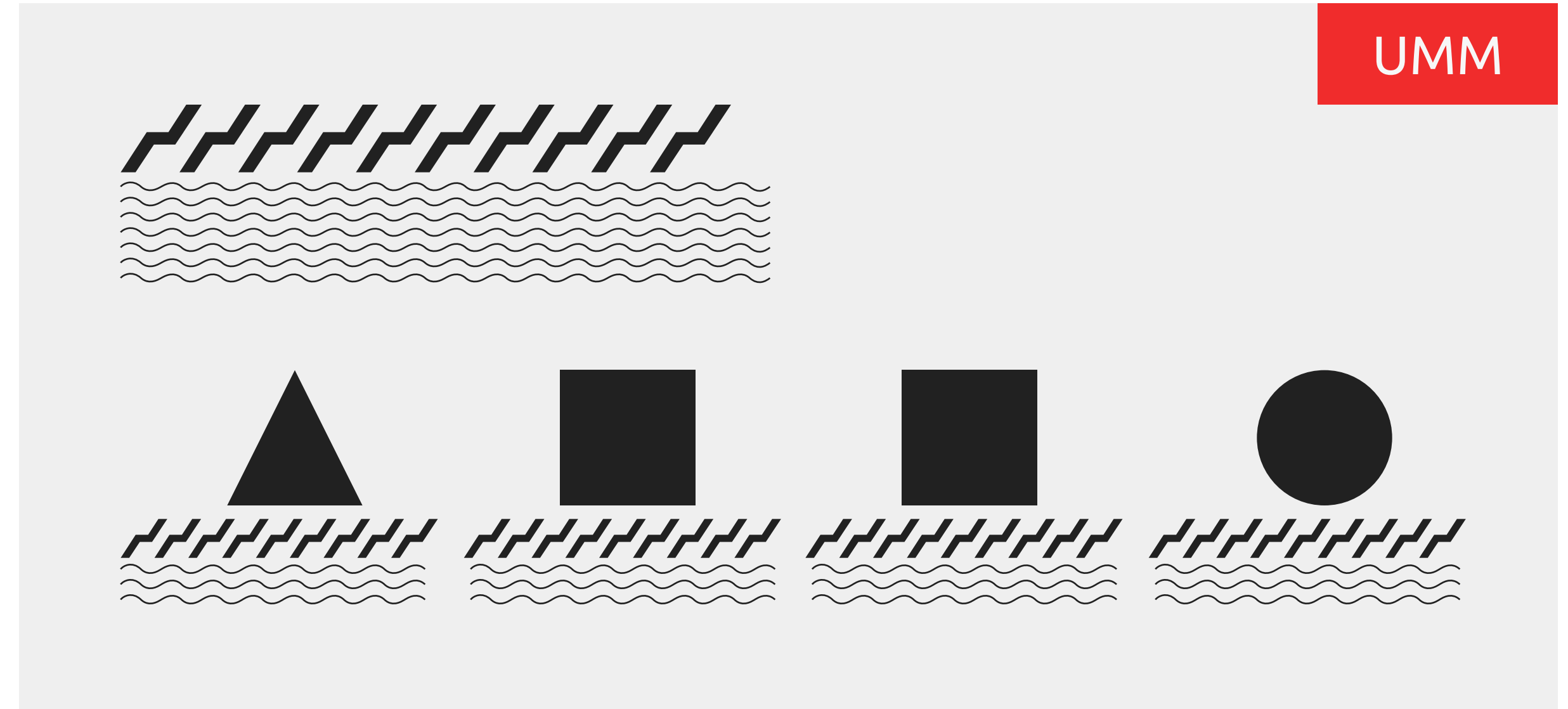
UMM
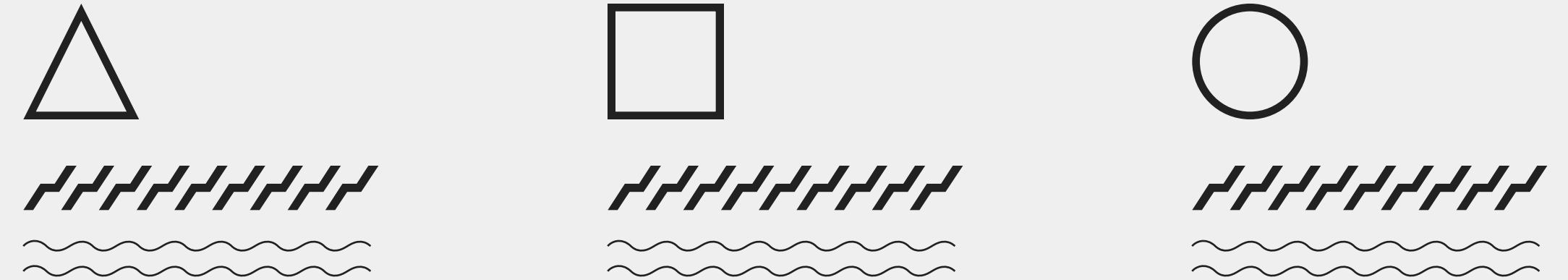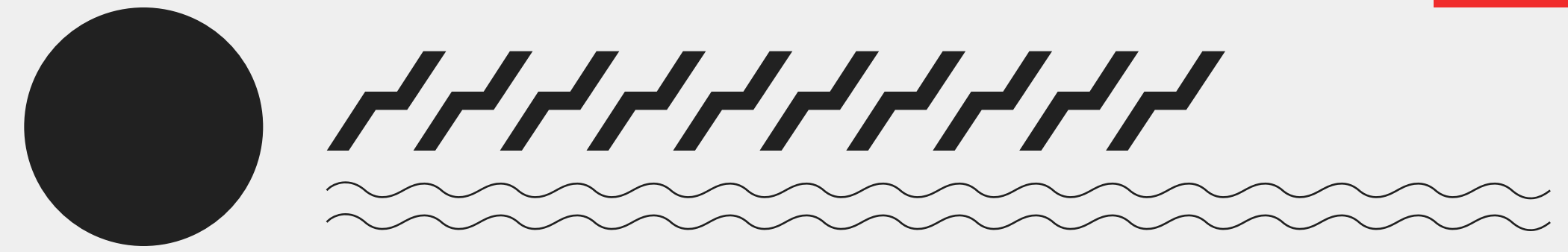
DO
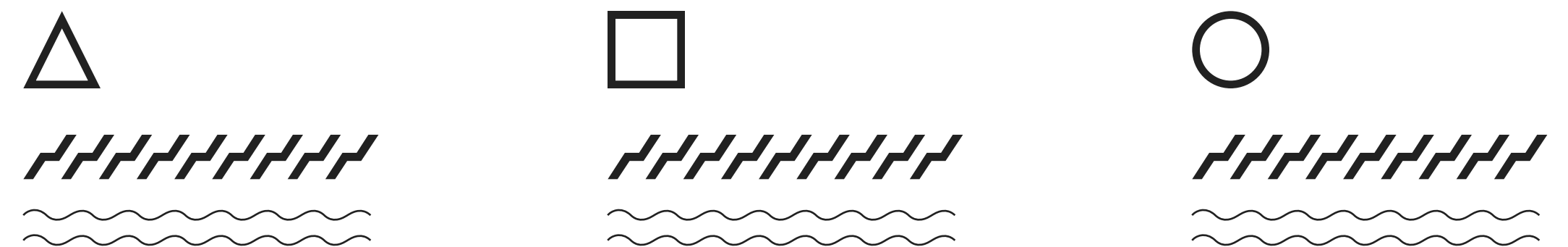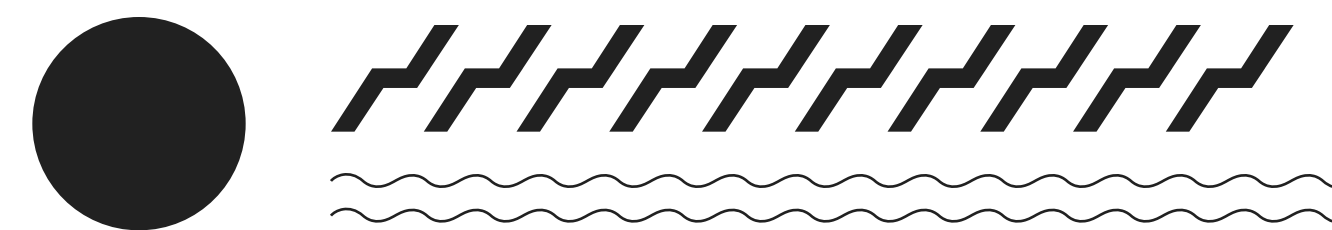
Space

Negative space (Or white space): White space is the empty space around the elements serving as a breathing room that helps navigate the audience's attention to the focus point.

✓ Know what you should keep, and remove all the "noise". Using white space to make your design clean and sleek.

! Remember: Every single element in your design exists for a reason.

DO

Distance

A clean design goes with a good alignment and arrangement; In other words, presents consistent distances.

✓ Consistent distances (margin and padding) between elements should be placed in a predefined grid layout. We are sure you would design with ease then.

! Remember: Every single element in your design exists for a reason.

UMM

DO

Title to Object

Padding

Title to Content
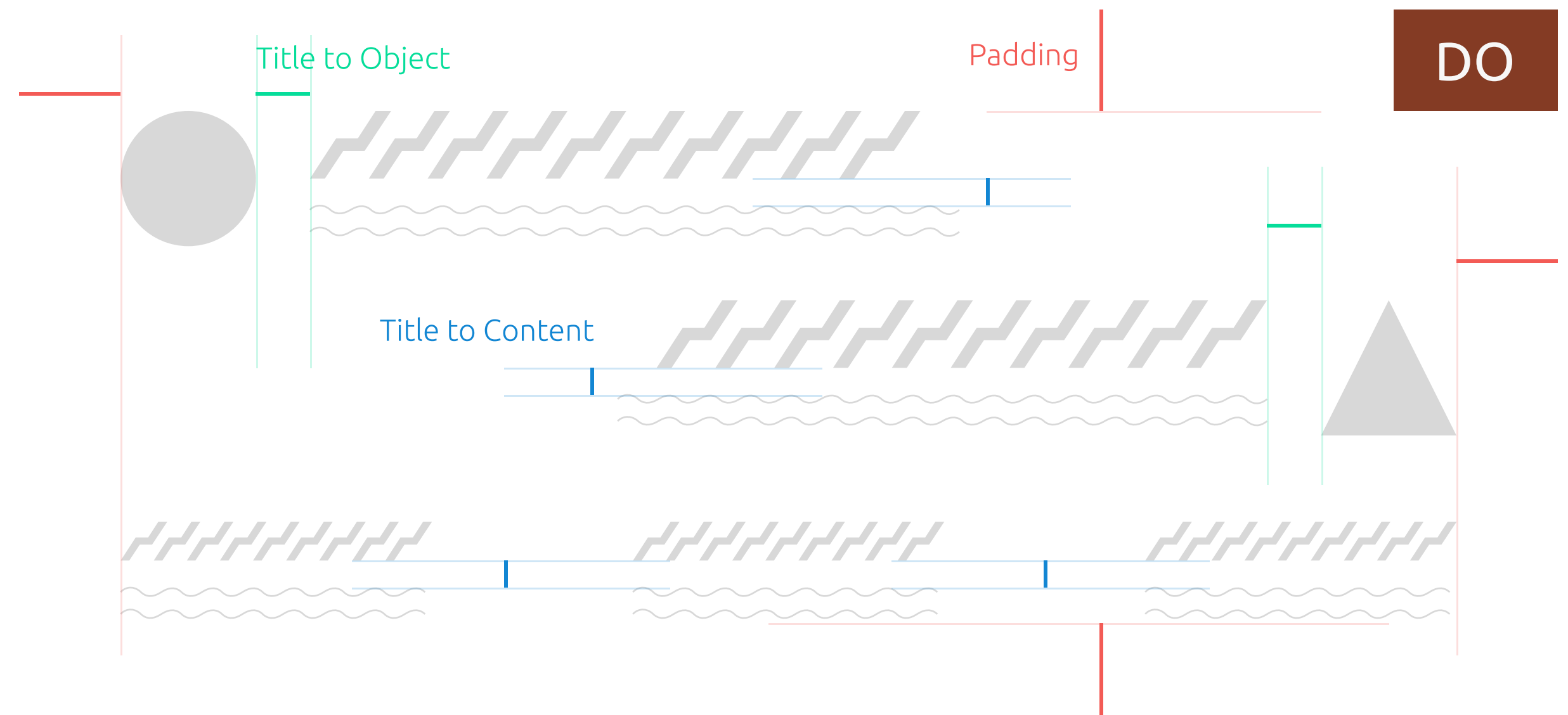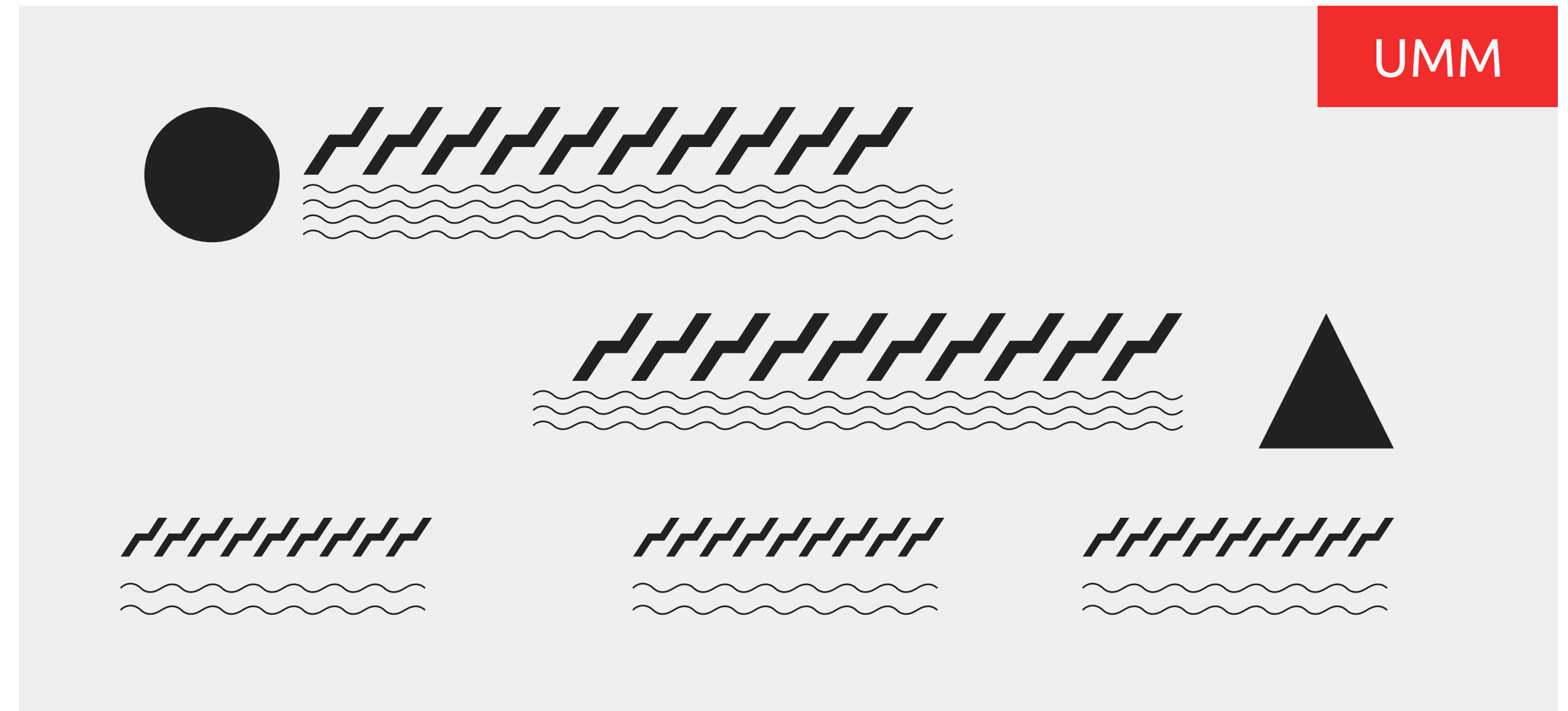
Rule of thirds

Same as the photography technique for truly stunning images, let's try to break your images into thirds both vertically and horizontally. Next, place your objects of interest in the intersections or along the dividers to see the trick ;)

Congrats! The main objects now are filled with the audience's attention because of the balance in design created by better compositions.
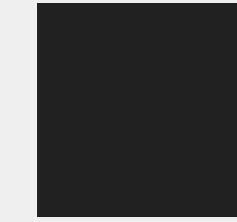
DO
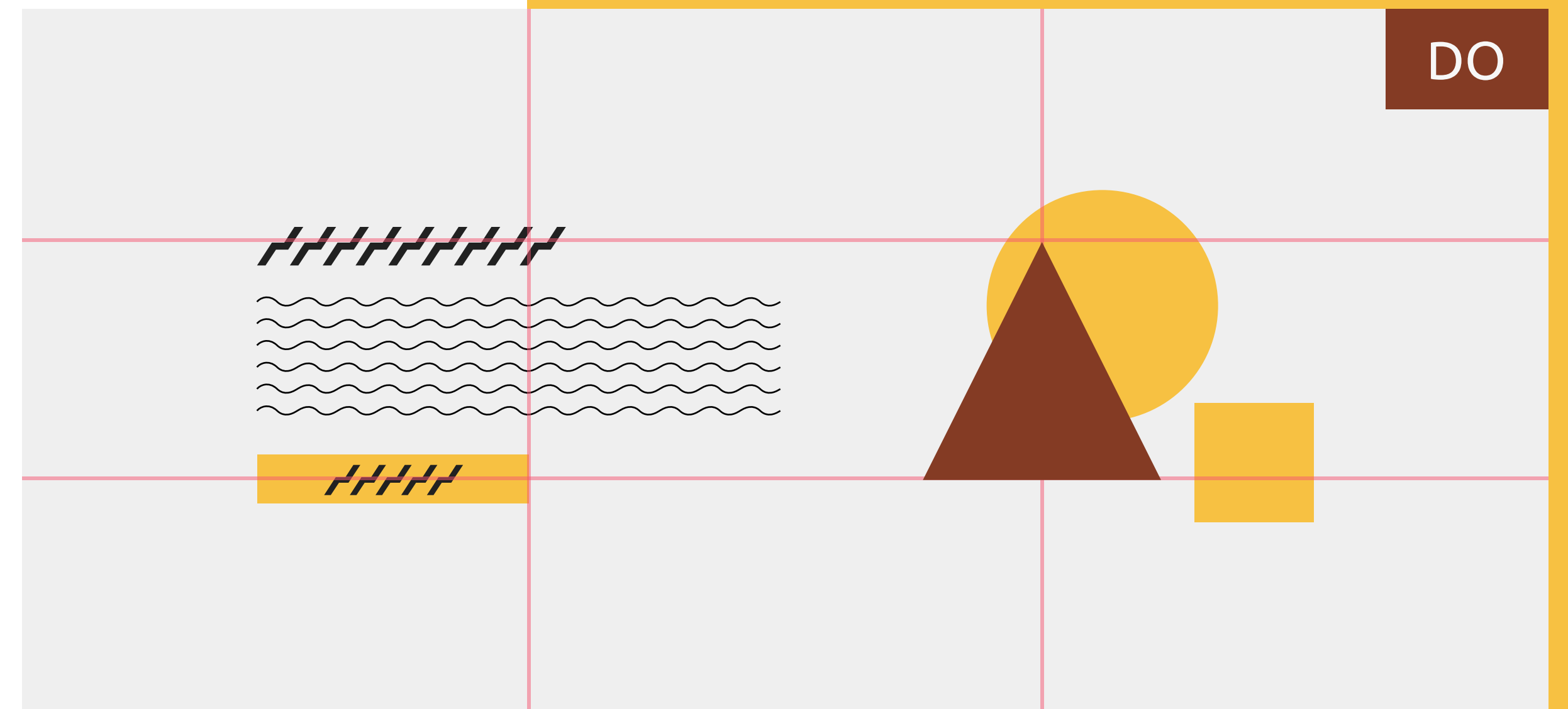
Typography

Design is to establish a connection with your audience. To decode that connection clearly to your audience, clear typography would be definitely helpful.

✓ Using simple fonts, and a maximum of 2 font families with different weights to distinguish the header/title from the content.

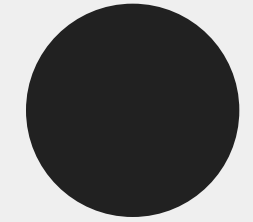! Wondering which two fonts would be paired perfectly? Check out Google Fonts Collection at https://www.figma.com/google-fonts/
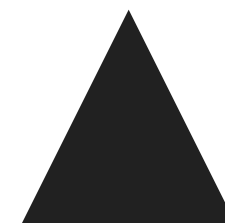
UMM

Design For Everyone
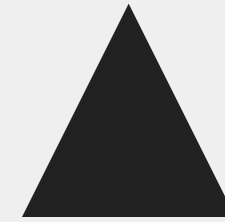
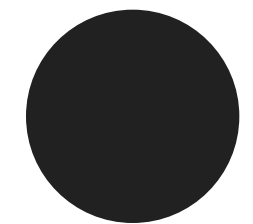Triangle For Everyone   Square For Everyone   Circle For Everyone

DO

Design For Everyone

Triangle   Square   Circle

Colors

Colors create visual effects that trigger different emotional responses from the audience. Your chosen colors would optimize the effects if they match the purpose, segmentation & message to deliver.

✓ The safe option is using two highlight colors (Primary and Secondary) with a White, Grey or Black shade. This will help your design look and feel professional.

⊘ Explore good combinations of colors to use in your next design with Adobe Color.

UMM

DO
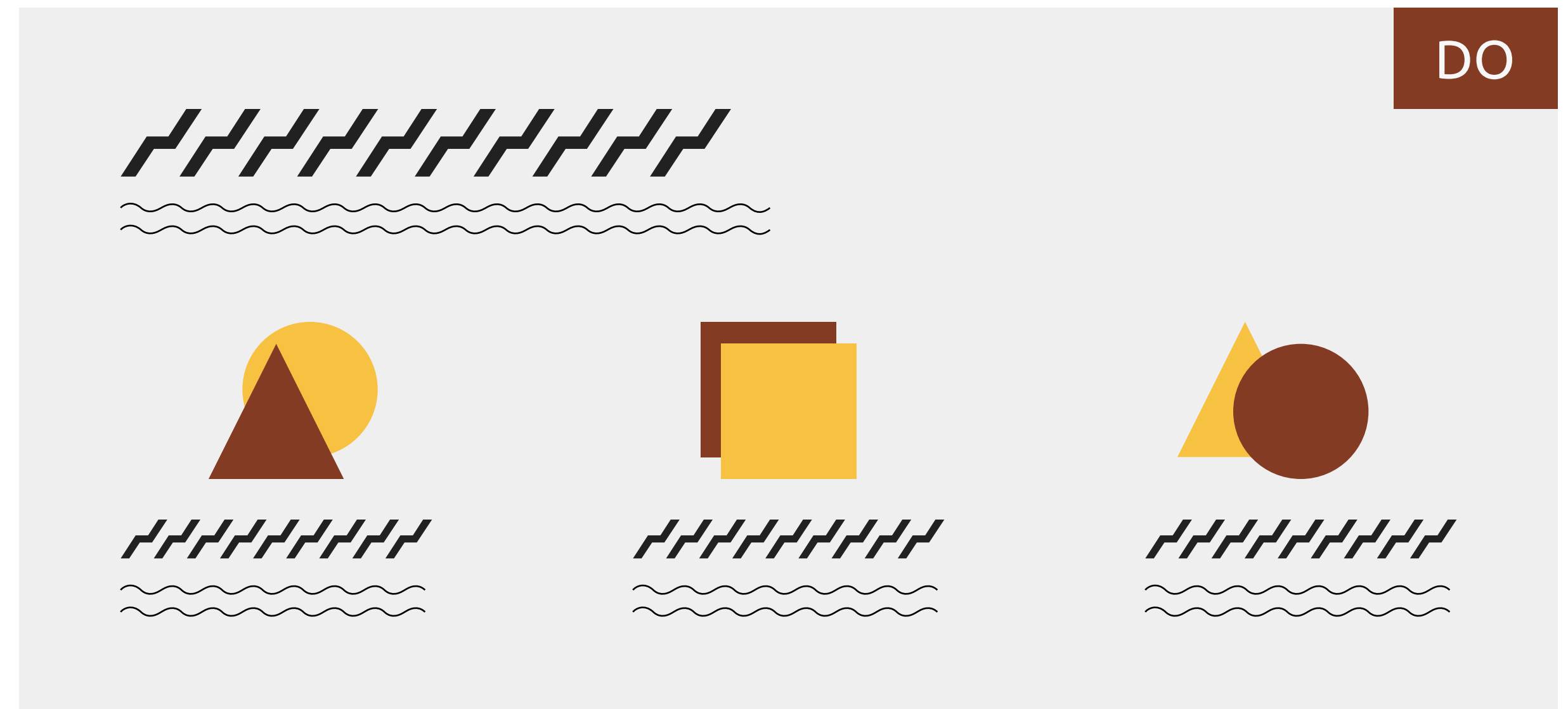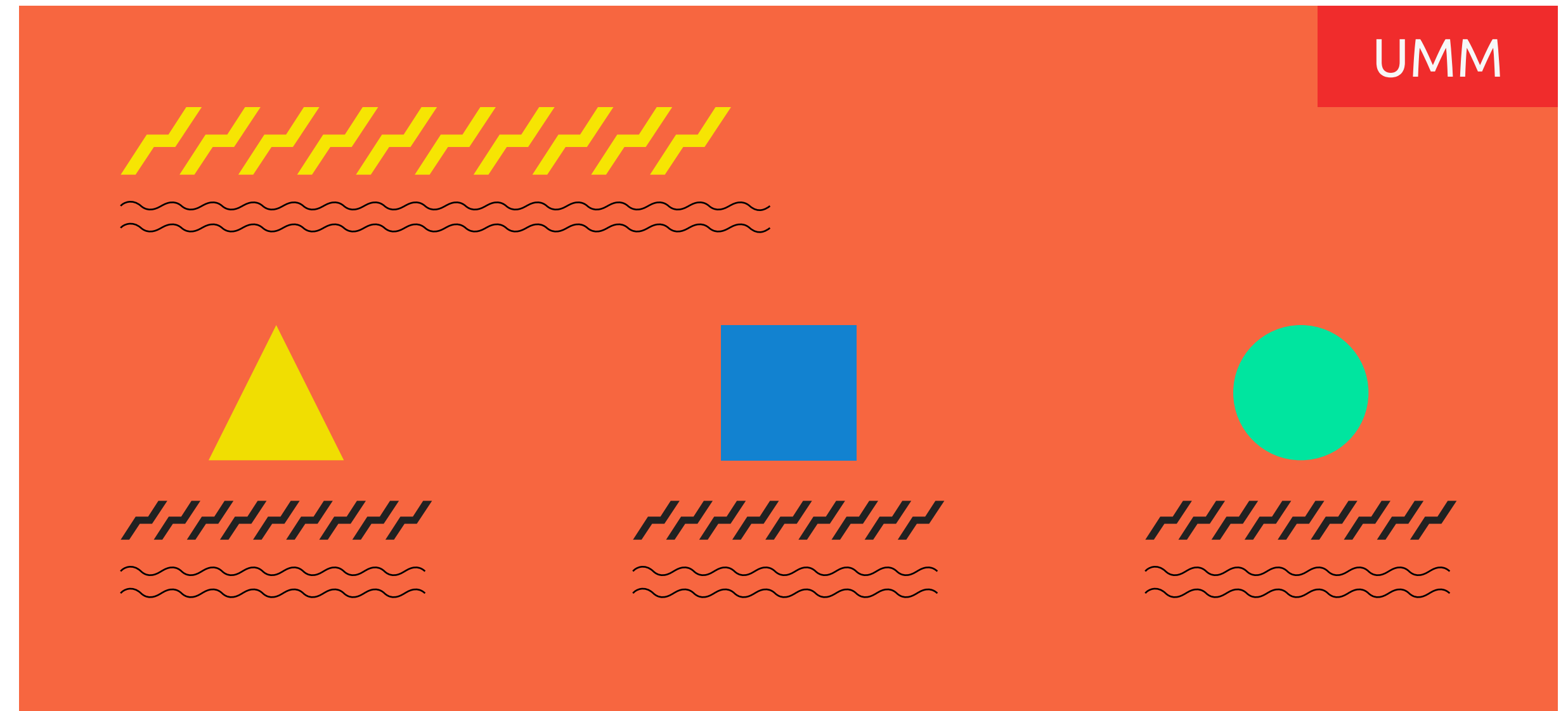
Color Contrast

A good design is beyond its aesthetic. Visibility and readability would love to have your attention too. Color contrast is pretty helpful to save your effort in driving all the interest to the focal point in your design.

✓ Pay attention to the background and content/object colors. Does your content stand out from the canvas? Do all the contents have a presence? Good, color contrast is doing its work now.

(!) Remember: Check your design on different devices to make sure it looks clear on your laptop, phone, projector and TV.
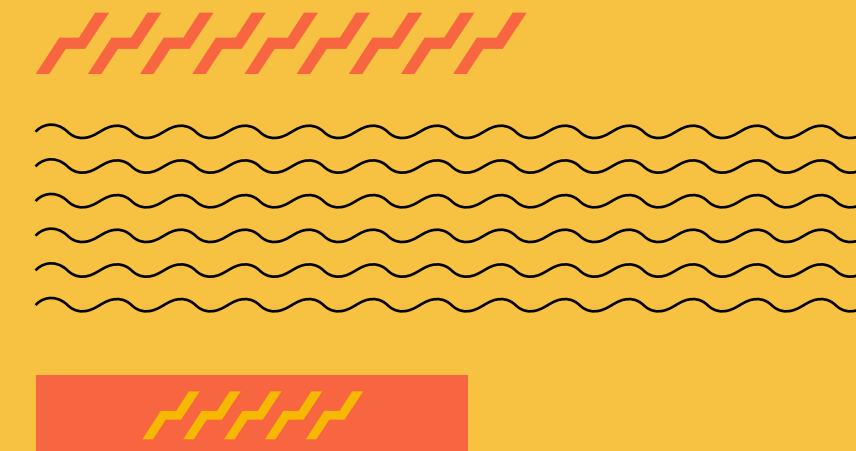
DO
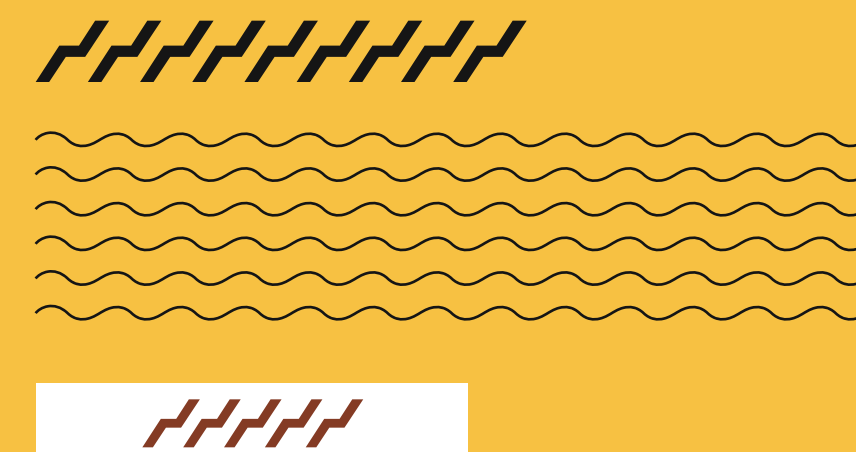
Graphic Style

An image speaks louder than words. A wise choice of graphic style (Illustration, Bitmaps, Hand-draw, etc.) that matches the design theme would serve as an integral part of an audience-engaging content.
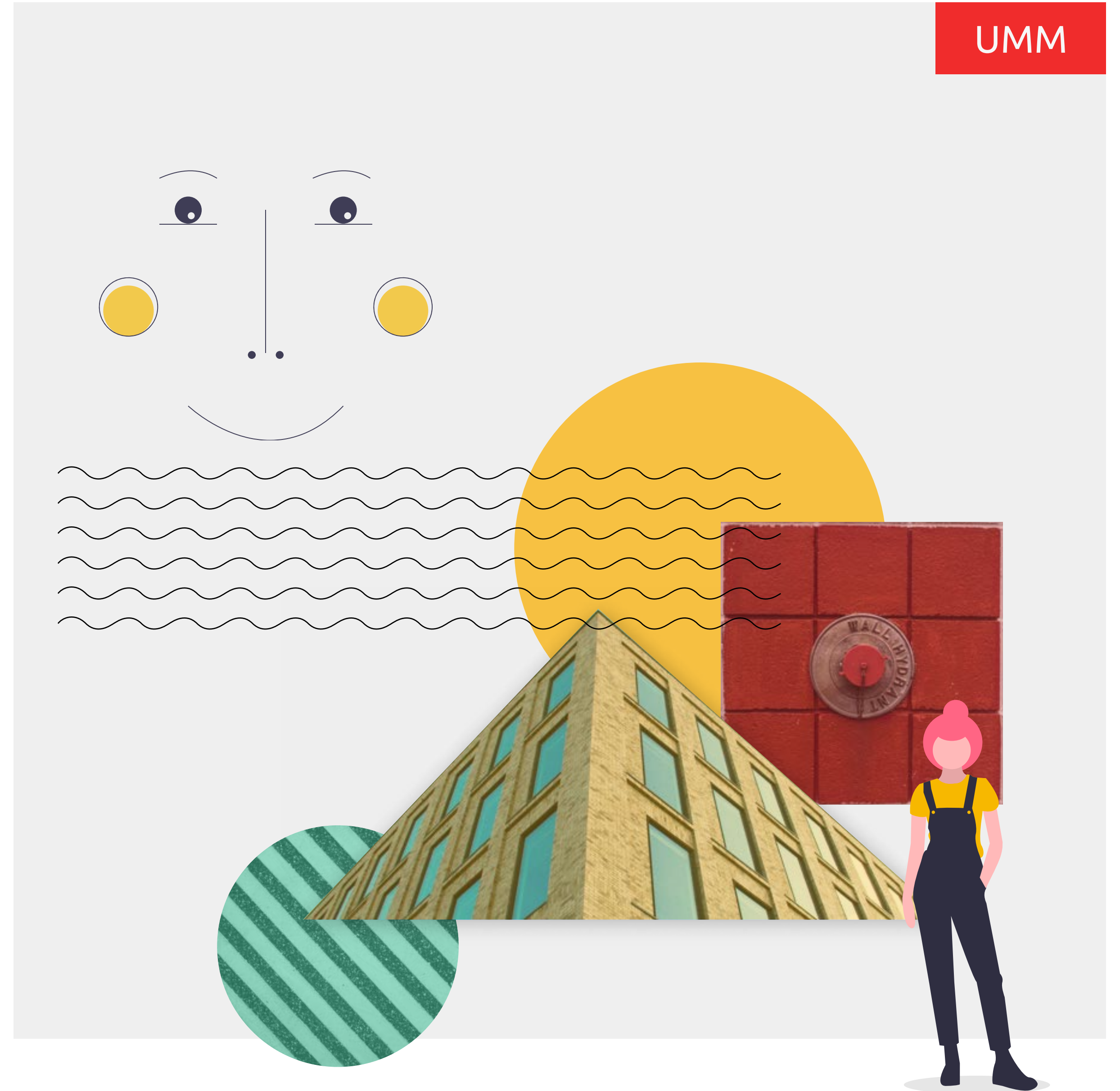
✓ Remember to stick with your choice throughout the designs to maximize the story's exposure to the audience's mind.

! Avoid using images with watermark or non-licensed to show your respect towards creativity.

Graphic Quality

High-quality graphics are more than welcome to make a good design. Using SVG (Scalable Vector Graphic) instead of Bitmap graphics would help maintain the graphic quality when scaled up.

(!) Warning: Bitmap graphics may increase the size of the design dramatically. Compressing the graphic before using it will help you save many resources afterwards.

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Design Checklist

Use the checklist every time you design to create differences:

- ✓ The design document size is set properly

- ✓ Objects have good size relating to each other

- ✓ The design has enough White space

- ✓ All distances are consistent

- ✓ Objects meet the Rule of thirds

- ✓ Fonts are easy to read

- ✓ Colors are chosen with a correct combination

- ✓ Content & background's colors are high-contrasted

- ✓ Graphics are consistent in style

- ✓ Graphics are in high-quality

#DESIGNFOREVERYONE

**Design is happening everywhere,
in everything we make.**

Some design business proposals, others design financial reports, and we are designing this chapter for you.

DesignForEveryone is to make people find joy in everyday at work. We love designing and we believe you also do.

Thank you

Thank you for your passion for design and your adventure with CA!

Feel free to invite your friends on this adventure with us. More practical examples, tips and tricks will be introduced in our next episode of #DesignForEveryone by CreativeAdventure.

If you have any feedback, don't hesitate to drop us an email at: hello@creativeadventure.co or visit our website for more information: www.creativeadventure.co

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