

# Presentation Is Everything

## Quick Tips For Basic Graphic Design

Don't have the time or money to hire a professional designer? Here are some basic graphic design tips that will help get your project done quickly, cost effectively, and make it look professional all at the same time.



# Keep It Consistent

Learn some secrets that professional graphic designers use. These are some simple basic tips that can help you avoid mistakes and make your designs look more appealing and professional.

The most important rule to remember is: **Keep It Consistent**

Keeping your colors, fonts, layout, etc consistent will keep your design clean and make it look polished. Start by picking your color pallet. You might select your school colors or base your colors off the season. Keep it to two or three colors that work together. You could also pick one color as an accent color. If you use this color on only the important information it can draw attention to those elements.

## Font Choice

Limiting your font choices is also an important aspect of design. If you use too many different font faces it can make your content confusing and hard to read. Pick one or two that compliment each other. If you choose a font that is unusual you should use it sparingly and pick a simpler font to go with it and make sure it is easy to read.

**Don't have the right software for design?  
We have Free Online Design coming soon!**

## Alignment

Keep the elements of your piece in line. If they are staggered or uneven it can make it look sloppy and hard to follow. Use the rulers and guide tools in your program to help with placement. And don't forget about leaving plenty of space between elements of your piece. Negative space, or white space allows things to "breathe" and helps make things look clean and simple.

## Heirarchy

A good design also leads the viewer through the piece. There should be a hierarchy. A strong headline could be the biggest thing on the page if that's what you want the viewer to see first. And subheadings might be smaller and in a less noticeable color. Bold and italicized words are also a way to draw attention. Don't forget to keep it consistent. Headings should all have the same style and look, as should subheadings, basic content, etc. The viewer's eye should be able to move from the most important element, to the secondary information and so on.

## Have Fun!

And finally...be creative! Have fun with it. The pros break these rules all the time depending on what they are doing. So don't get too focused on them. Just use them as basic guidelines especially if you can't get the look you want. They are a good place to start to make changes to your design. These are just important tips to keep in mind as you are laying out your piece.

Other Print & Design Resources:

- Printing Grids & Templates
- Free Fundraising/Marketing Resources
- Personal CSR to ask any questions to: [support@printingcenterusa.com](mailto:support@printingcenterusa.com)
- Sign up for Monthly Newsletter and Promos
- Case Studies with more great ideas and money saving stories



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