

A quick guide to

Graphic design

Graphic design can make or break your message. Understanding how it works is crucial to communicating successfully with your audience. **Visual elements should highlight and reinforce the point you're making.** You'll also need to give thought to what channels you're using – web, social media, print, or a combination – and adapt accordingly. Now you're ready to create!



7 tips

for getting your message across visually

CONSISTENCY IS EVERYTHING

1 Find a style that works for you and use it across all your channels. Developing a consistent visual identity will help you stand out and let your audience know it's you.

ONE DESIGN DOESN'T FIT ALL

2 Think about how to get the most out of your content. A poster or detailed infographic might get lost on Twitter or Instagram but could be perfect for your web page or presentation.

3 Make your work go further. Content can be broken up into bite-sized pieces to fit different channels and draw people in.

HELP YOUR READER TO READ

4 Choose one font and stick to it. Using many different fonts makes information more difficult to take in. Don't cram too much text into one image, and make sure all text is easily readable. This will make sure your message doesn't get lost.

5 Don't choose all the colours of the rainbow. A simple colour palette will make your graphics more appealing and easier to digest.

A PICTURE TELLS A THOUSAND WORDS

6 Choose images that speak to your audience and grab their attention. Images are a powerful way to tell your story and get your message across. Don't use them to just fill space. Avoid using bad quality imagery, it looks unprofessional and undermines your message.

7 Go beyond photos. Don't be afraid to use icons and other graphical elements. They are a great way to convey information concisely.