

## Design Goals

- **Accurate, interesting content**
- **Meeting client's needs: adhering to the topic and purpose**
- **Appealing to the target audience**
- **Visual interest and clarity**
- **Web: Everything in working order (navigation, interface, links)**

## Design Principles

- **Focal Point**  
Give the page a vibrant, interesting focal point. One focal point is perfect!
- **Hierarchy**  
Present the information in an organized fashion with the most important info first.
- **Eye flow**  
Organize the page so that the reader is directed through it. For example: focal point leads to title which leads into text.
- **White space/balance**  
Don't overcrowd the page. Organize the information so that there is space between items, reduce text to its minimum amount of copy where possible.
- **Simplicity**  
KISS. Simple is elegant and strong.
- **Balance & Page gestalt**  
Squint at the page to see it for its graphic impact. Is it a pleasing interaction of positive and negative shapes?
- **Unity**  
Assess the page to see if it comes together as a whole. Check focal point, proximity, repetition, and alignment.

## Design Techniques

- **Contrast**  
Use contrasting fonts, and/or contrast in size, color, weight, form, direction. Use color contrast effectively.
- **Repetition**  
Repeat (existing) elements as a way to unify the page/site.

## ■ Alignment

Stick to one alignment. Make the most of existing alignments: text, photos, etc.

## ■ Proximity

Group information that belongs together and pay attention to the alignment of info that is separate but still related.

## Typographic Principles

### ■ Legibility & Readability

Choose a legible typeface, handle it in a manner that enhances its readability: point size, line length, background, etc.

### ■ Selecting & Mixing

Select a typeface that feels appropriate to the content and mood of the topic! If you use 2 typefaces, be sure they contrast well: serif and sans serif, old style and modern, etc.

### ■ Typographic refinements

Use beautiful punctuation! Use en and em dashes! Kern large type!

### ■ Proofread

Print and proof! Proof until your eyeballs burn! Read backwards, check for one type of error at a time, check your copy against the original copy, have someone else proof your work too.

## Proof Issues

- **Typos, grammatical errors**
- **Inaccurate information**
- **Consistency:** *type, color, layout, spacing, etc*

### Web:

- **Alt tags**
- **Proper file formats and extensions**
- **Page titles**
- **Dead end pages**
- **Broken links**
- **Ease of use**
- **Page identification**
- **Printability**