

# DESIGN

FONTS: limit the number

1

play w. HEIGHT, SPACING,  
capitalisation and **BOLDNESS**

2

use **CONTRAST**

3

develop a COLOUR PALETTE.

4

get inspired by other designs  
AND keep a design diary

5

play with **SHAPES** and Lines

6

# guidelines

7

emphasize words  
by using

**SCALE**

8

use **WHITE SPACE**

9

pay attention to  
rule of thirds

← **COMPOSITION** ↑ triangular.

10

keep it simple

11

learn a design skill:  
calligraphy, sketching, colour  
mixing, photography

12

**DESIGN**, scan, repeat ↻