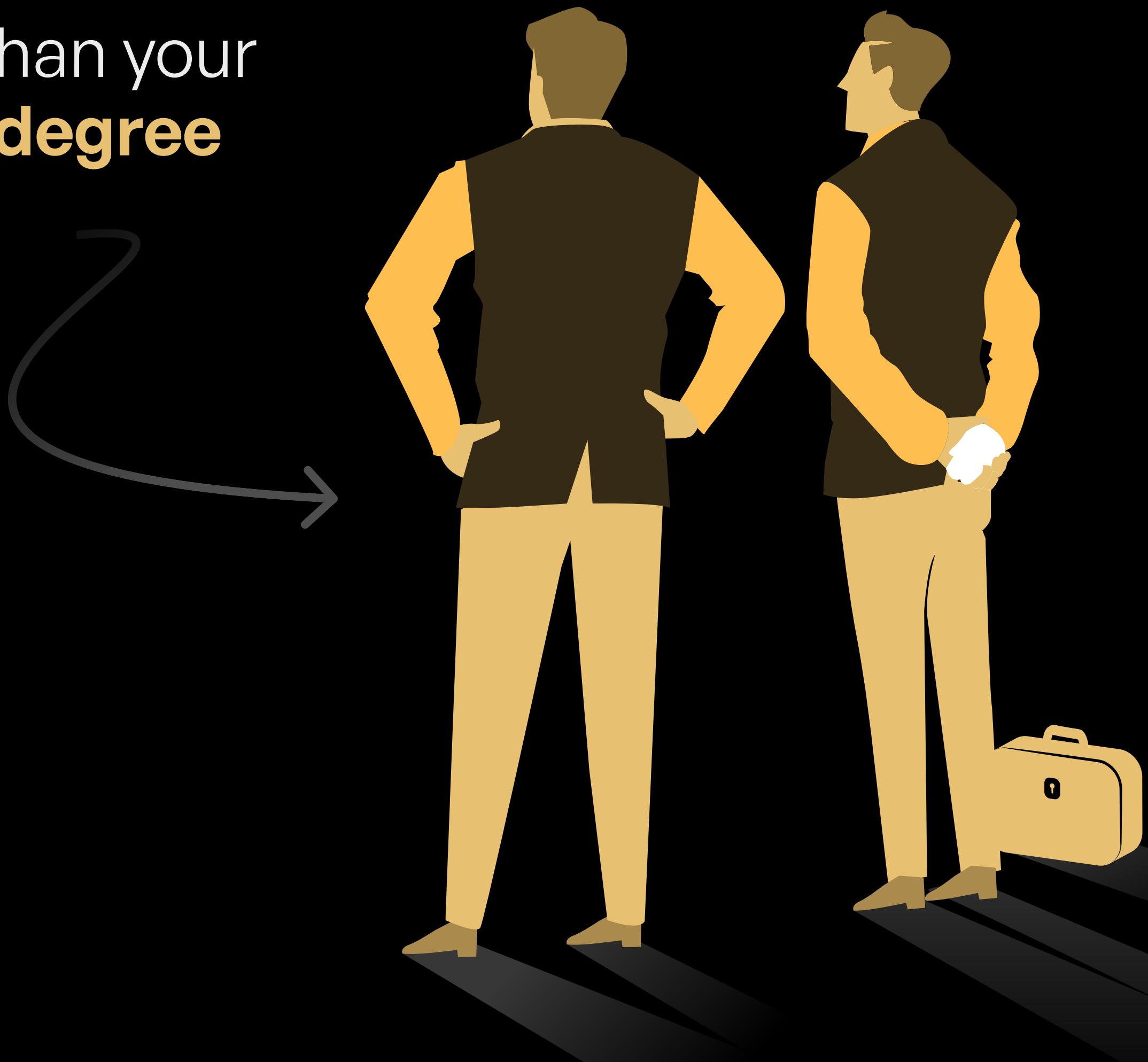


THE ONLY BEST DESIGN GUIDE

Better than your
design degree



Example



Design is good but
flow is missing.



If you scale and turn the object eye to the important text that will **create a flow** which I've highlighted with the white lines



Flow is just **moving viewers eye to the important things** and it makes whole composition look more neat and clean.

Sometimes



Sometimes it can be used a little different way, you can see **how adidas used it in this poster**

Emphasis

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**Everything
is just super
boring**

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Everything
is just super
Boring

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It's really boring...

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Repost

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Now is it? Emphasis is
all about making that
one element pop

Different ways

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Make it
BOLD

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Or make it
bold and big

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Or highlight it with
Different color

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Or highlight it with
simple box

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Every font *tells a story*

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This is super
balanced



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**THIS IS BOLD
AND STRICT**



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This is a
premium feel



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See with same layout and
same image but every font
gives a different vibe

Every font *tells a story*

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I'm waiting
for you

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I AM
WAITING
FOR YOU..

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I am waiting
for you...

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Normal

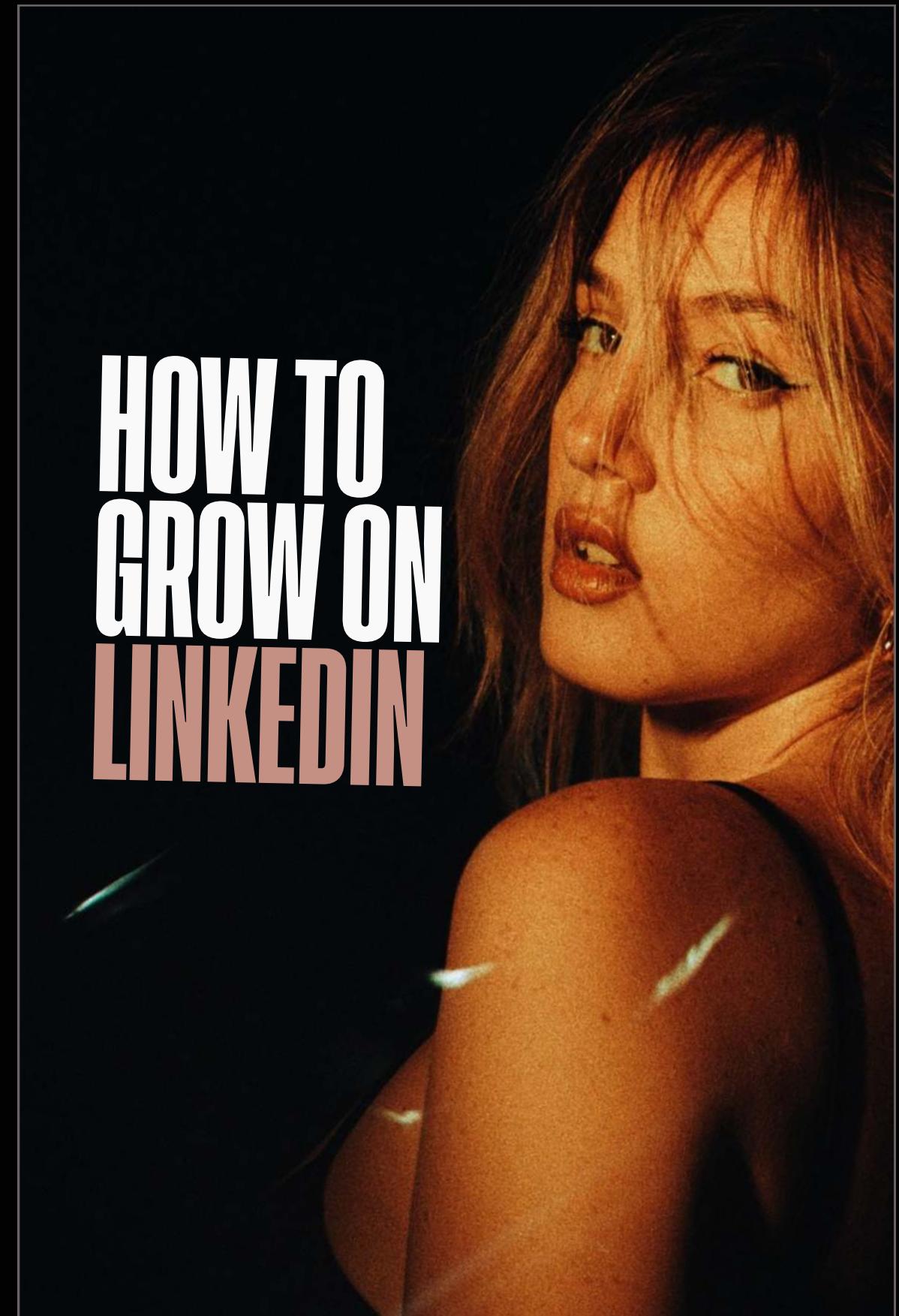
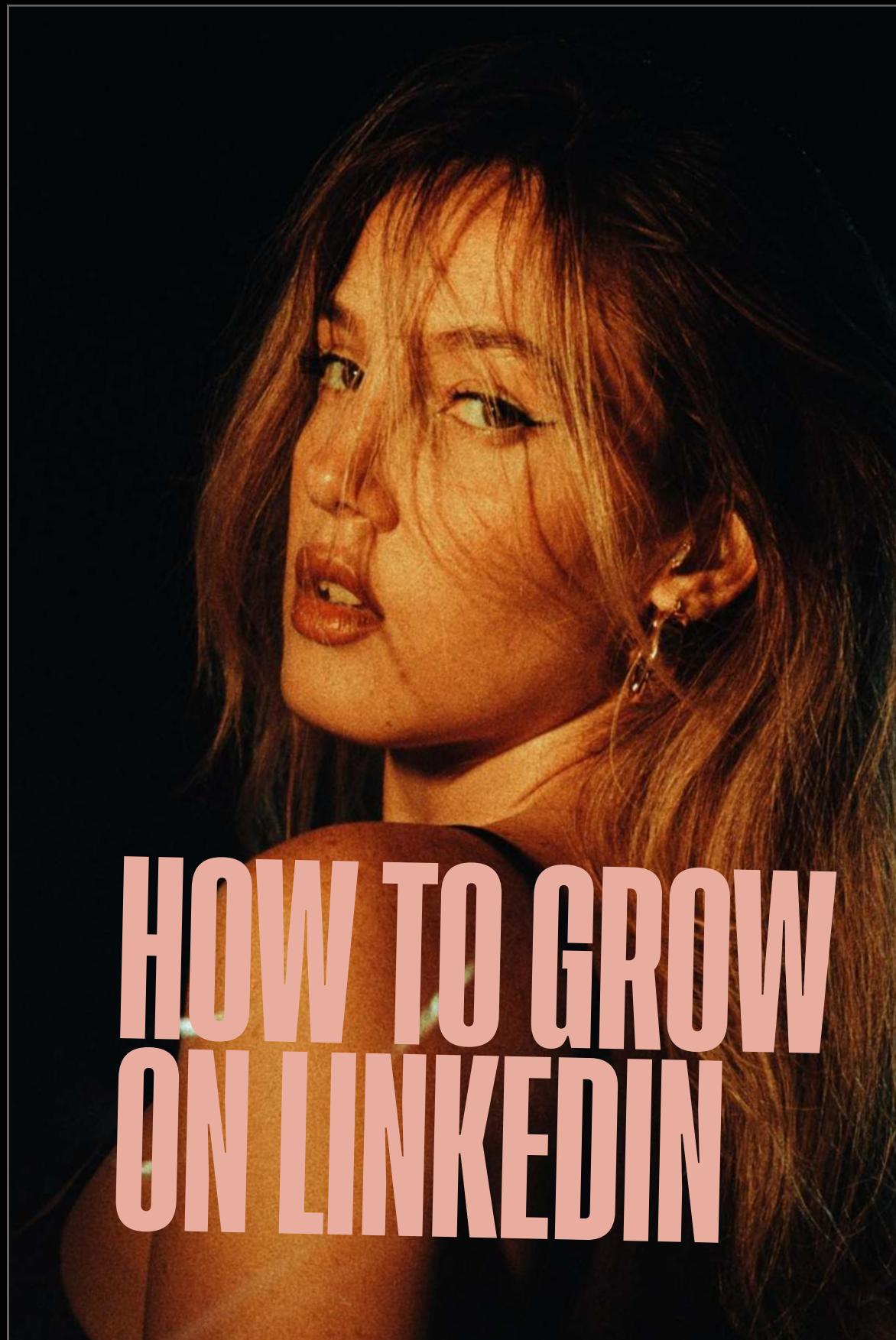
Fear

Love

Same words but because of
font **it carries different vibe**

Readability

Your number one priority while designing anything is readability if it's not readable then no matter what you do to make it look fancy, **NOBODY GIVES A SHIT**



Alignment and *visual hierarchy*

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**Alignment is a
heart of design**

**But that one
line makes it
all look good**

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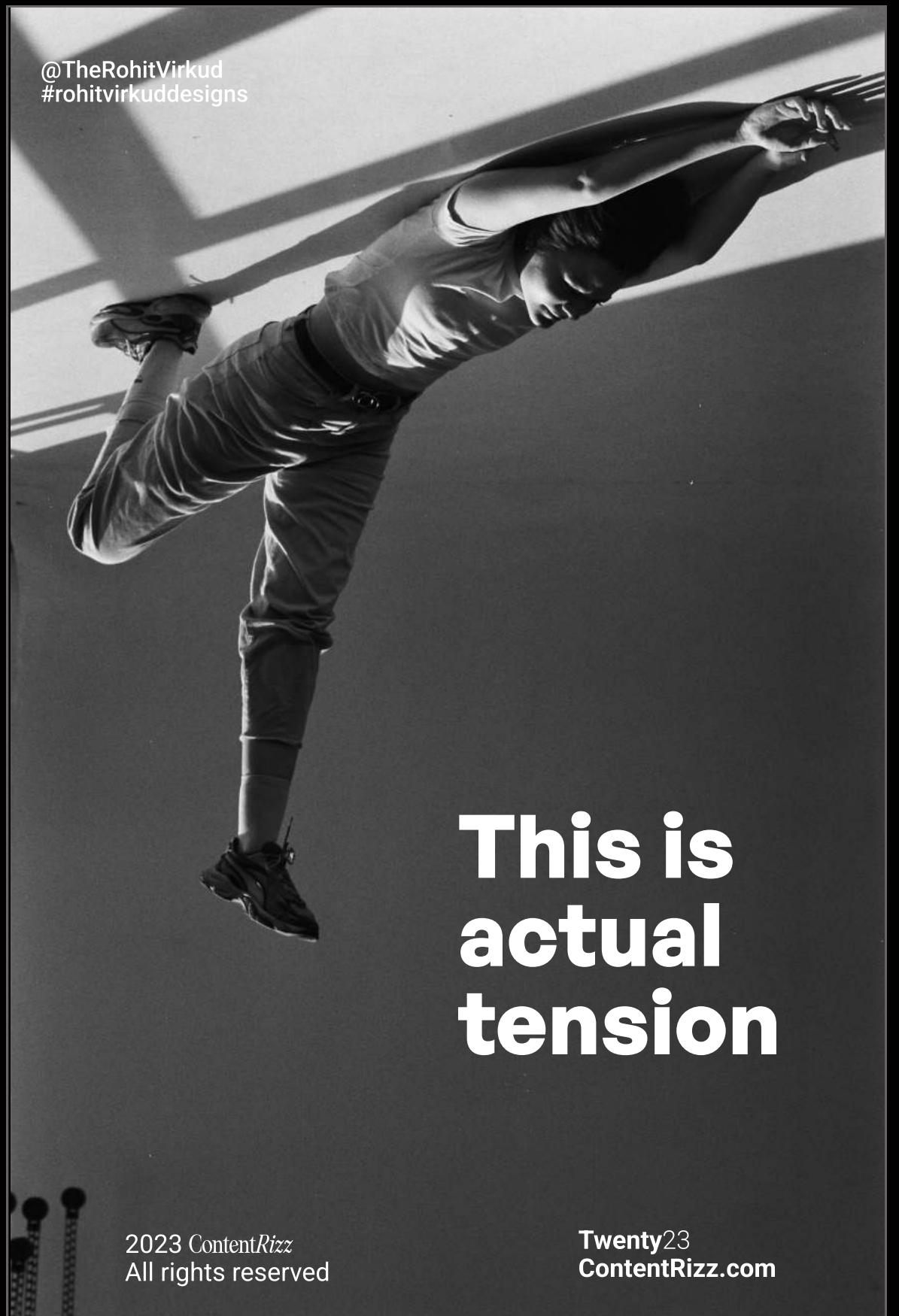
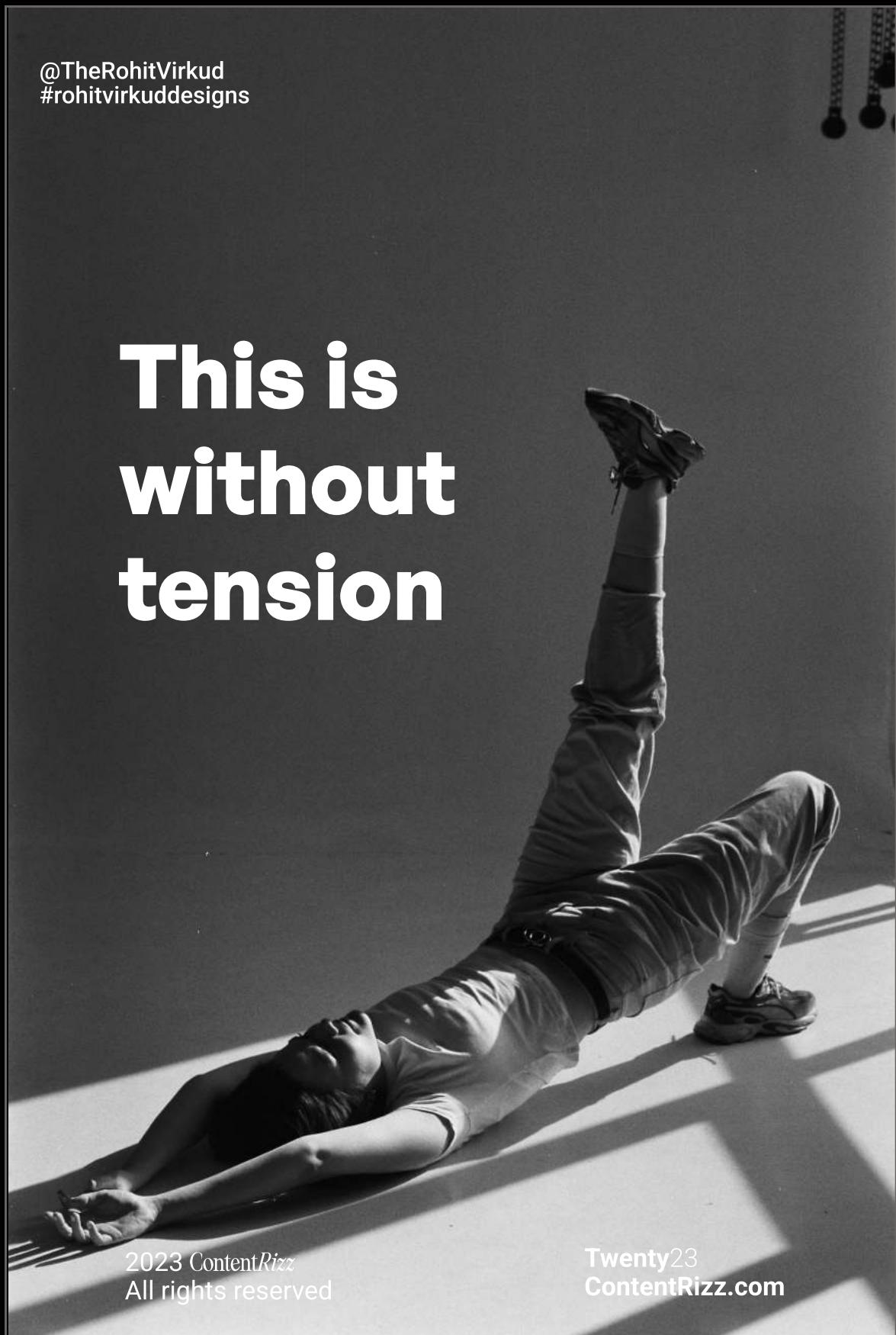
**Alignment is a
heart of design**

But that one line makes it all
look good and clean.

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Tension



It's really boring...

Just changing the
position of image now
it looks way cooler..

Tension with zoom

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This is super
balanced



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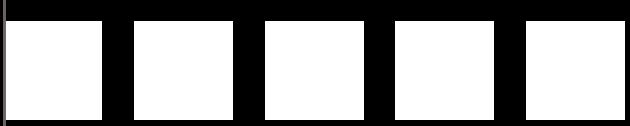
This is
super cool



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This is super
balanced

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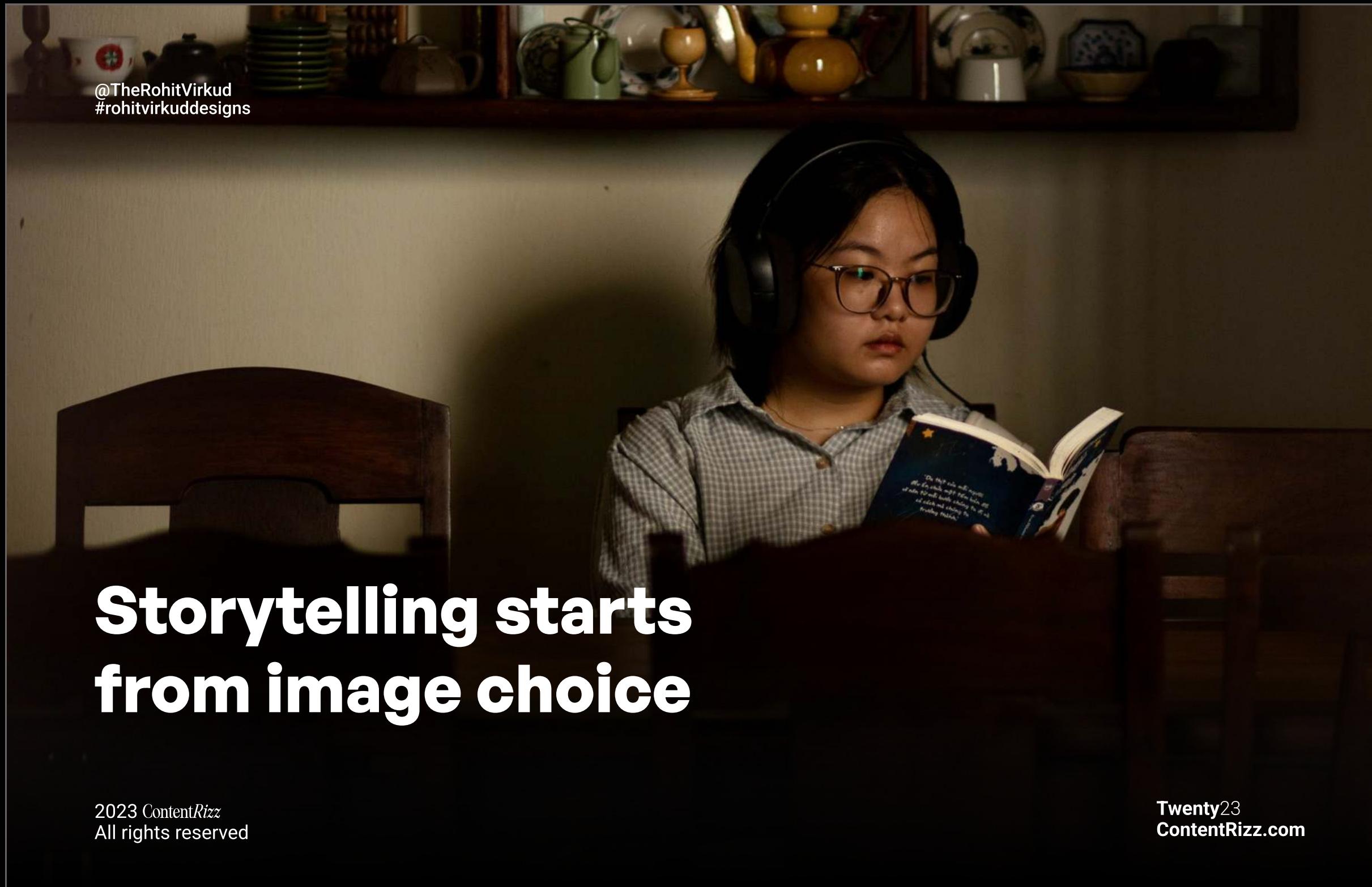


This is a
rule breaker
but cool

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Storytelling



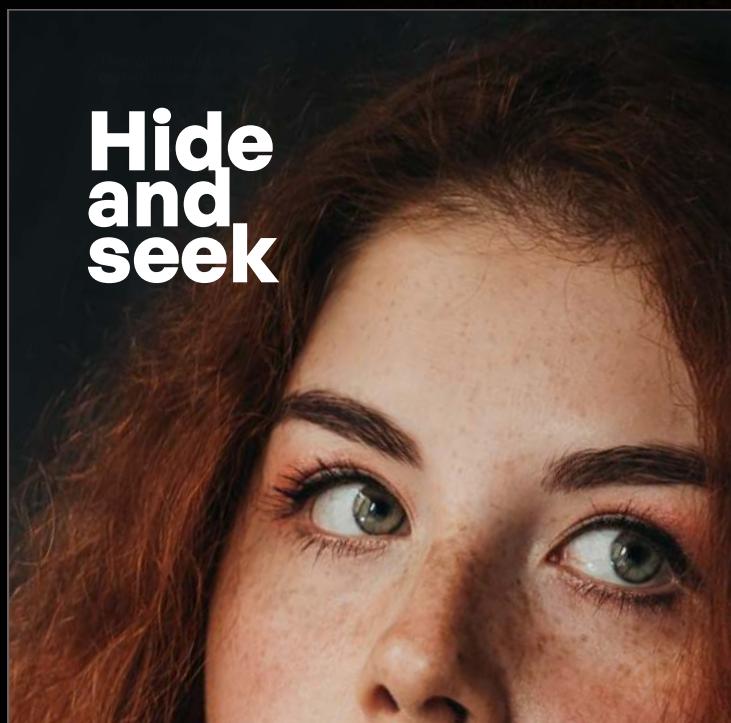
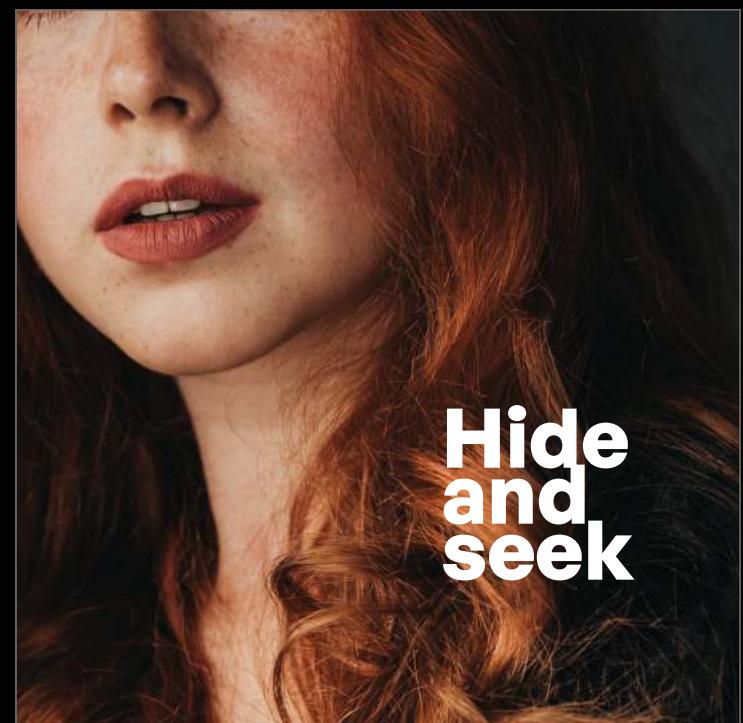
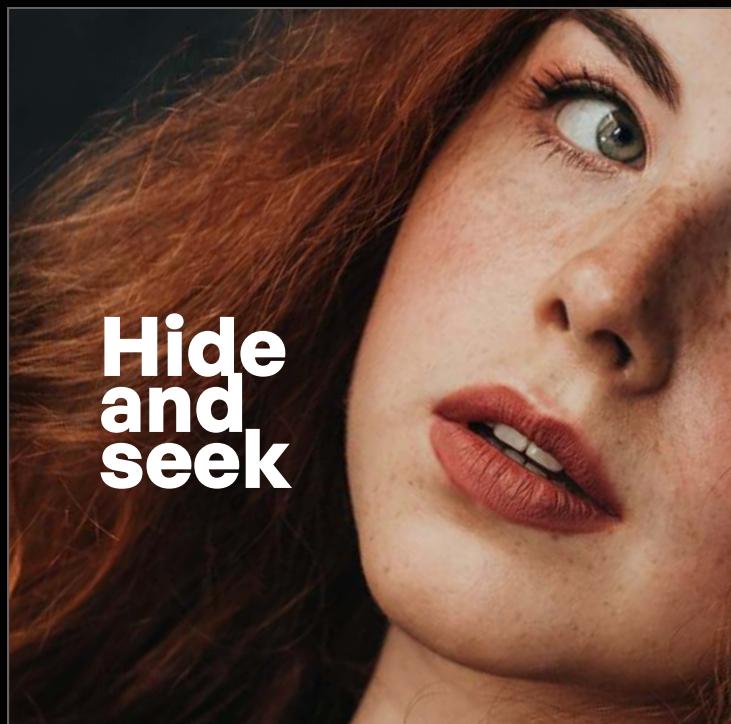
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Image choice is in my opinion is the one
of the most important skill, without it
it's hard to convey the message..

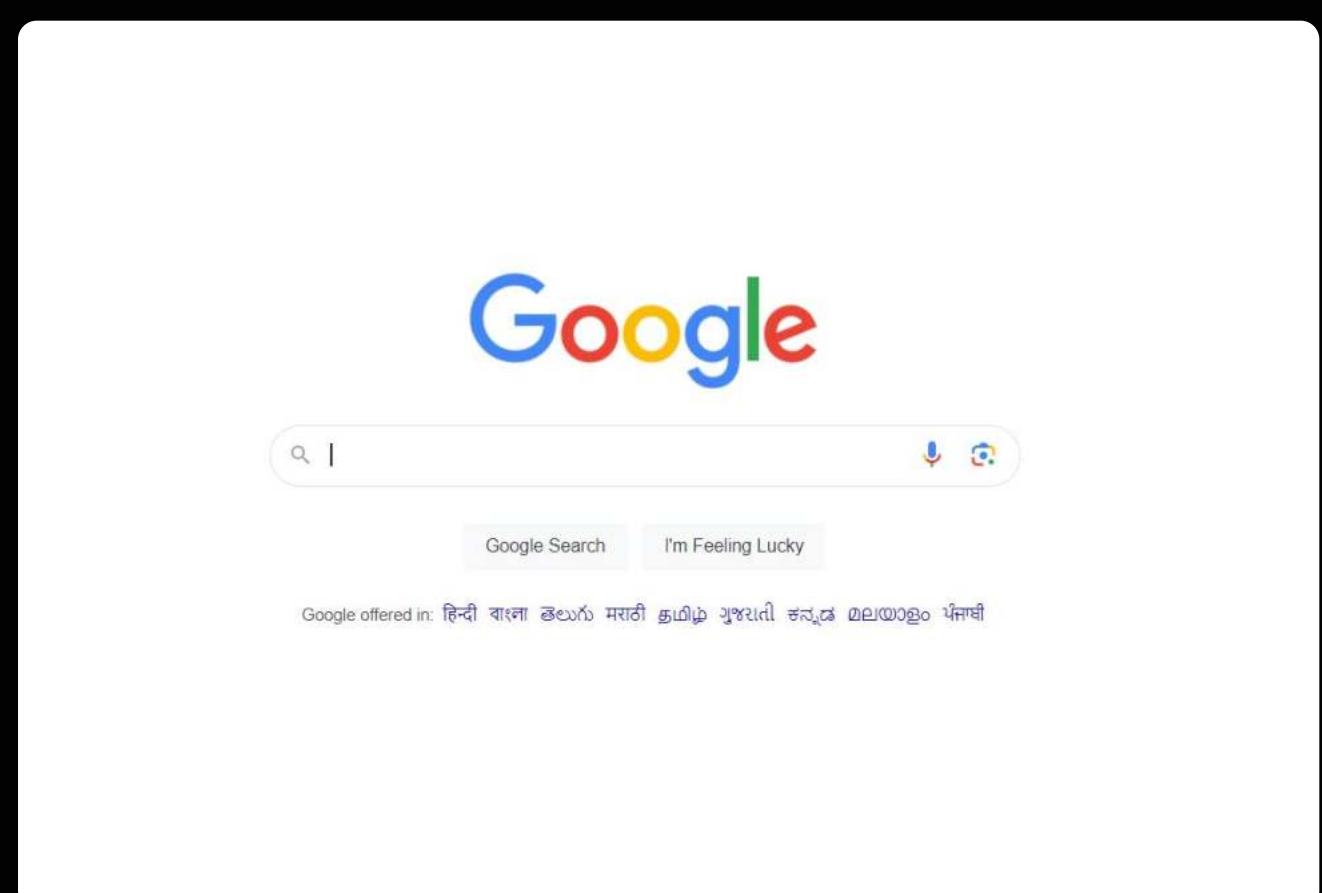
Hidden *truth*

The more you hide, the
more curiosity you create



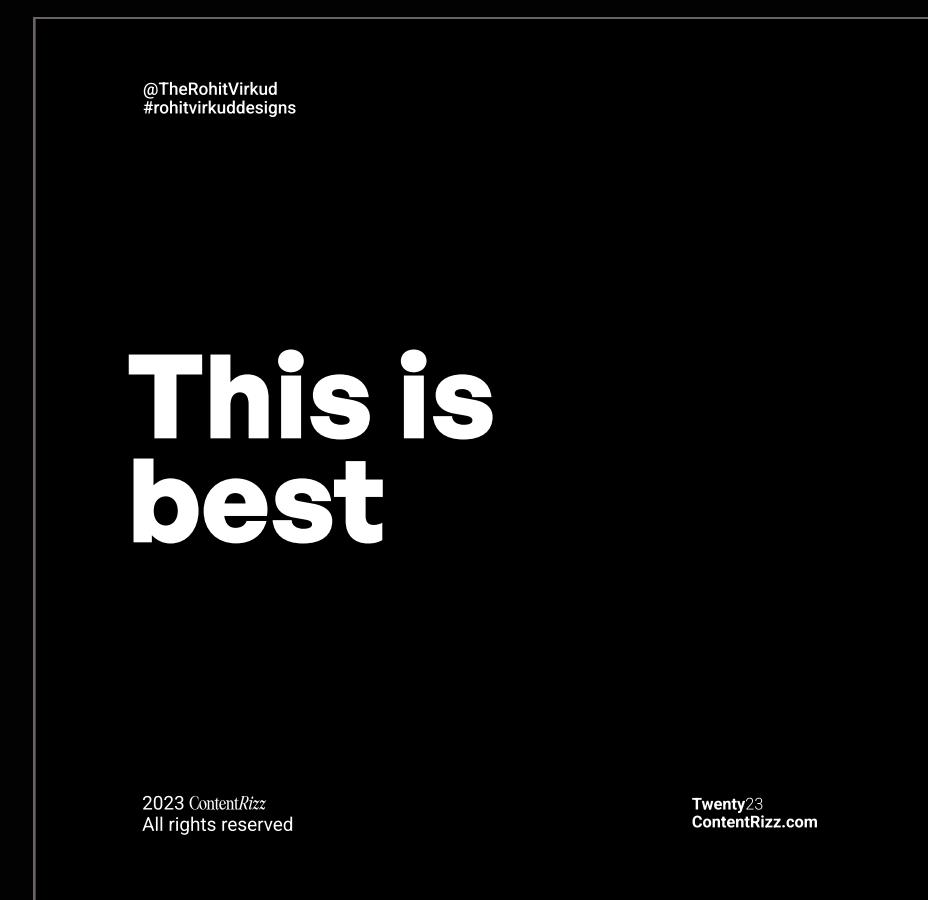
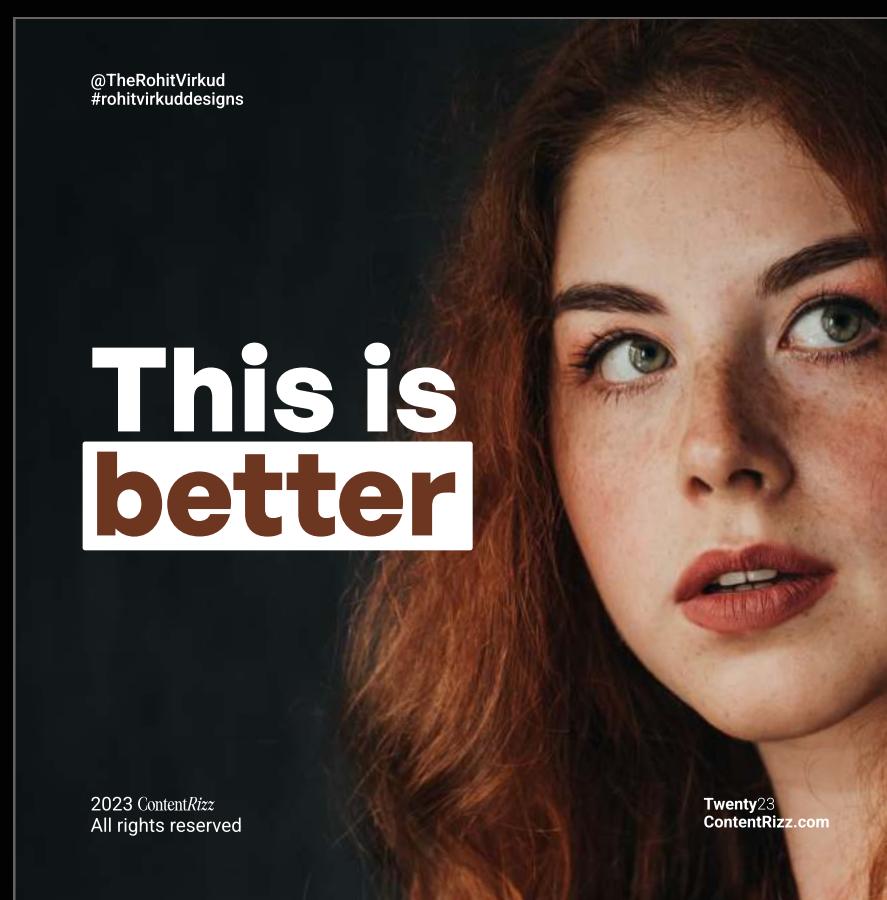
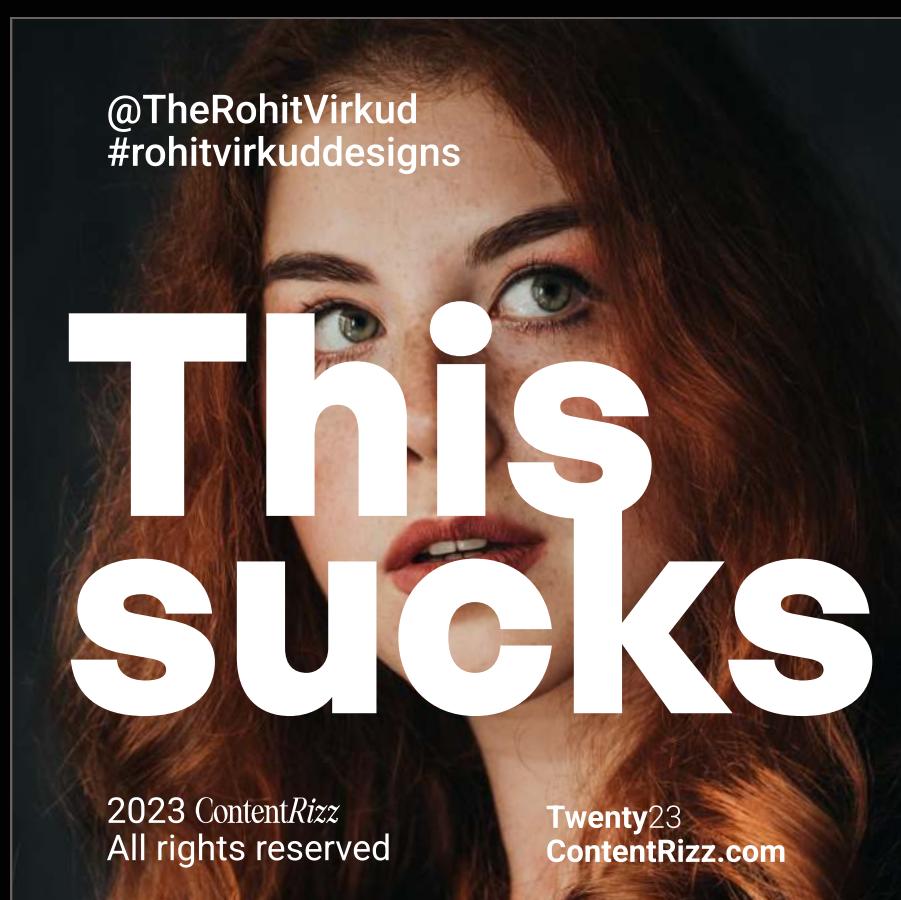
Whitespace

Give your designs room to breath.



Lack of whitespace

With **Whitespace**



Movement

There are bunch of ways to showcase the movement **I like to use it with images.**

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**Move
your
designs**

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**Move
your
designs**

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Repetition

Repetition gives us a visual beat, using elements in repeated order gives out design a clean **and well-structured look.**

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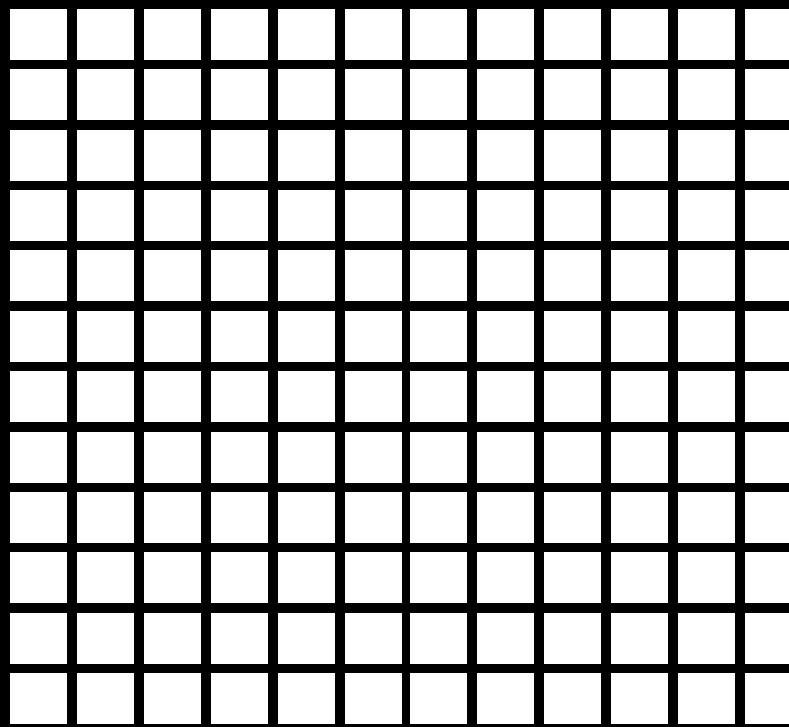


Single
boring
element

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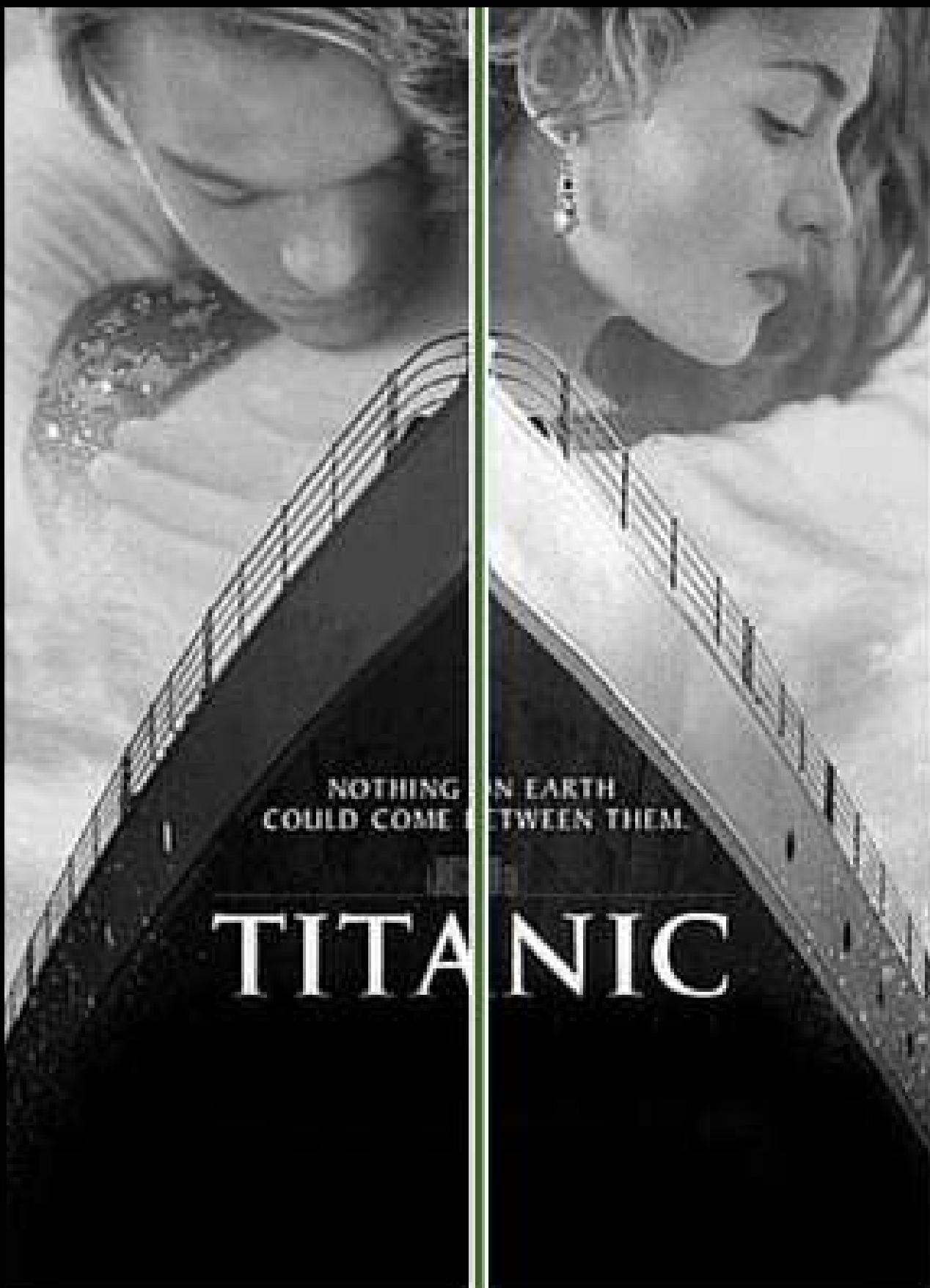
That boring element repeated many times looks like a interesting pattern.

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Balance

Balance covers how elements **are weighted against each other** on different sides of a design to create cohesiveness, completion, and satisfaction.



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No Balance on purpose

I like to break rules, so I don't follow this design rule, my designs are disbalanced.

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Choosing Colors

Every color also convey
some sort of emotion in it



Do
Shit

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Do
Shit

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Same layout but different
colors makes them different

Color wheel

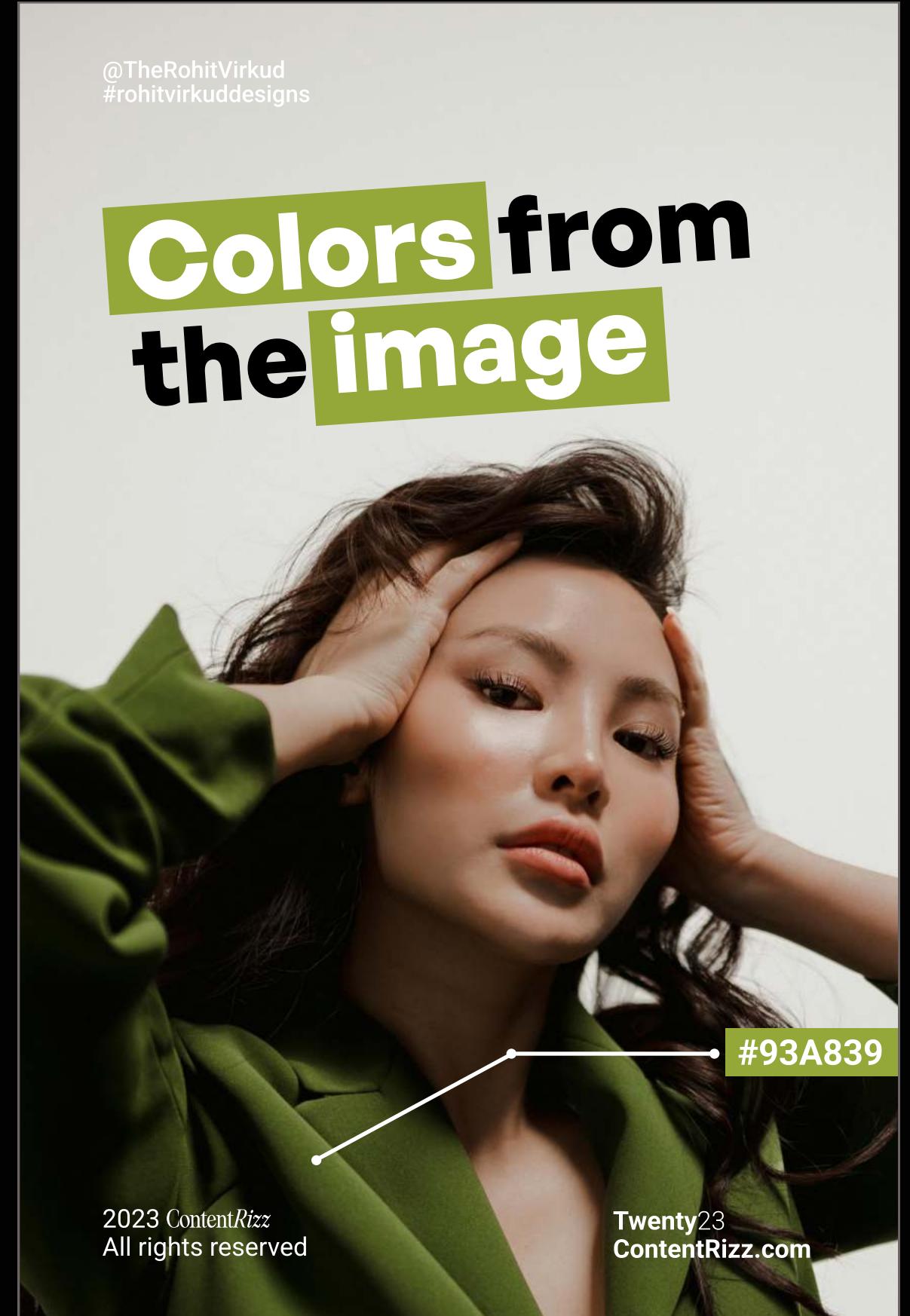
Which I don't use, it feels like a nerd to me to go to wheel and find a color

Instead, I choose colors from real-life images, **which I find more effective for selecting colors.**



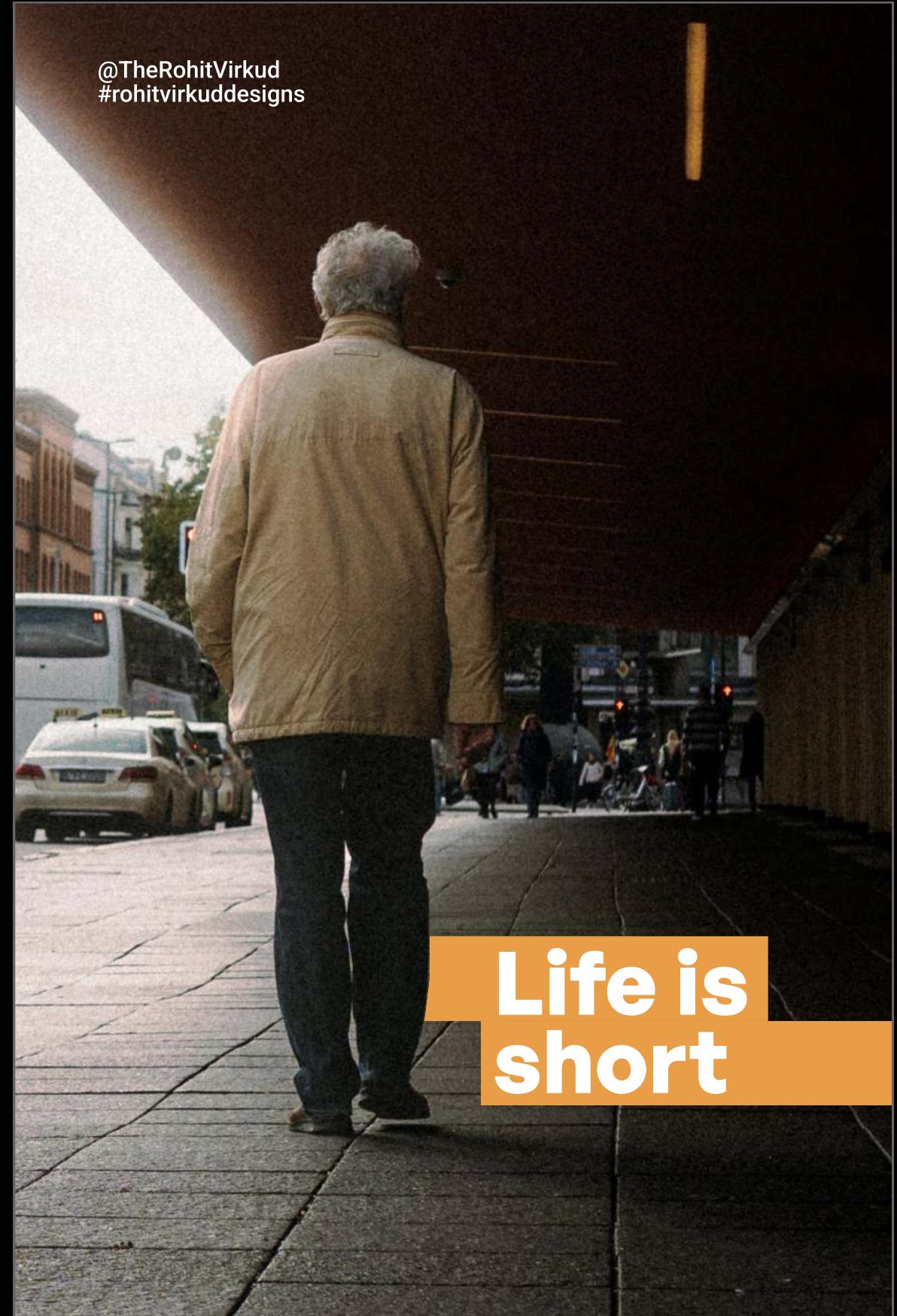
Color from image

I prefer choosing colors from images
to make it look more natural



Don't forget

Emotions plays a huge role in design
specially when you use images.





Rohit Virkud 

@TheRohitVirkud

It's a wrap?

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legendary brand on LinkedIn
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