BEST DESIGN PRACTICES

NUMBER **1**; You can't create in a vacuum.

NUMBER **2**; A good design should always start with a grid.

NUMBER **3**; Negative space is just as important as content.

NUMBER **4**; In any one design project, limit yourself to two typefaces and make certain

those two typefaces contrast obviously.

NUMBER **5**; Use color with intention. Don't just guess.

NUMBER **6**; Design, don't decorate.

NUMBER **7**; Contrast commands attention.

NUMBER **8**; Use tension and movement to give your work life.

NUMBER **9**; Your audience should be given an obvious portal into your composition.

NUMBER **10**; Always get as much time and distance as possible in assessing your work.