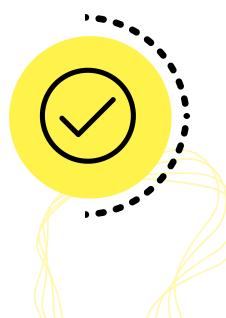# THE

DESIGNING

PROCESS

PURPOSE

- Understand the purpose of your design.
- Knowing the purpose helps you define your goals and target audience.

SIMPLICITY

- Keep your design simple and uncluttered.
- A clean and straightforward design is usually more effective in conveying your message
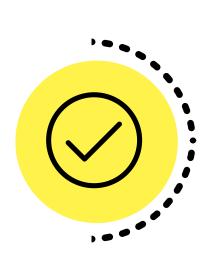
CONSISTENCY

- Maintain consistency in design elements such as fonts, colors, and layouts.
- Consistency helps create a cohesive and professional look.

USER-CENTERED

- Understand the purpose of your design.
- What are you trying to achieve? Is it a website, a poster, a product?
- Knowing the purpose again helps you define your goals and target audience.

CREATIVITY

- While following best practices is important, don't be afraid to think creatively.
- Innovative and unique design elements can set your work apart and make it more memorable.