



GRAPHIC DESIGN

SIMPLE

UNIQUE

CLASSY

AUTHENTIC

QUALITATIVE

RECRUITERS
MASTERMIND

DESIGN BASE RULES

1. KEEP IT SIMPLE

A clean and simple design is focused on the audience. With **short attention spans** and immense overflow of information, it's necessary to be clear in your message. With this in mind, go to your layout and eliminate everything that's not necessary. For example, more than three colors, more than two or three fonts, design elements that don't transport any message at all, or break a long text into paragraphs. Every design element needs to serve a **purpose**.

When you use too many
fonts they all fight
FOR ATTENTION.

2. WHITE SPACE

The most important factor of good design is white space, or also called negative space. White space is the space between the elements in your design. Space that is not filled with text, graphics, or photos. Suggest creating paragraphs and separating text through headings and subheadings in order to increase the **readability** of content and makes it easily **scannable**. The reader doesn't have to search for important information because it stands out in your design.



3. HIERARCHY

Visual hierarchy is a method of organizing design elements in order of importance. In other words, it's a set of principles that influence the order in which we notice what we see. The most common eye-movement pattern of readers is the **F pattern**. Because that's precisely how we read a book or a web page. Reading in another direction is just uncomfortable when it's not what we're used to. Designs that rely more on images are often composed in a Z pattern, because the brain processes images faster than text.

**First, you'll
read this.**

Then, you'll read this.

then this.

PRINCIPLES TO GUIDE YOU

BALANCE/ SYMMETRY

Shapes, text boxes and images are the elements that form your design, so it's important to be familiar with the visual weight each of those elements possesses.



PROXIMITY

Proximity helps in creating a relationship between similar or related elements. These elements need not be grouped, instead, they should be visually connected by way of font, colour or size.



ALIGNMENT

Alignment plays a pivotal role in creating a seamless visual connection with the design elements. It gives an ordered appearance to images, shapes, and blocks of texts.

Align elements

Top

Left

Middle

Center

Bottom

Right

Space evenly

Vertically

Horizontally

Tidy up

NO 



The poster for Telacquire is visually cluttered due to poor alignment. The company logo and name are at the top left. To their right, the text 'call service representative' and '& technical service representative' is split across two lines, with the ampersand being disproportionately large. Below this, a dark blue box contains the text 'WE OFFER A VERY LUCRATIVE COMPENSATION PACKAGE' and 'QUALIFICATIONS:'. To the left of this box, the words 'ONE DAY HIRING PROCESS' are written vertically in large, bold letters. At the bottom, there are social media links for Facebook, Instagram, and Twitter, followed by a copyright notice.

call service representative
& technical service representative

TELACQUIRE

ONE DAY HIRING PROCESS

WE OFFER A VERY LUCRATIVE COMPENSATION PACKAGE

QUALIFICATIONS:
MUST BE ATLEAST 18 YRS OLD. COLLEGE LEVEL OR HIGH SCHOOL GRADUATE. WILLING TO BE TRAINED. WILLING TO BE ASSIGNED TO ORTIGAS OR MAKATI. GOOD COMMUNICATIONS SKILLS. EXPERIENCE IN SALES IS AN AVANTAGE.

**BE PART OF OUR TEAM.
#COMEACQUIRE**

[WWW.FACEBOOK.COM/TELACQUIRE](https://www.facebook.com/TELACQUIRE) [@TELACQUIREPH](https://www.instagram.com/TELACQUIREPH) [@TELACQUIREPH](https://www.twitter.com/TELACQUIREPH)

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YES 



This poster is well-aligned and visually appealing. It features a large, bold 'We're HIRING' headline in a red speech bubble. Below this, a yellow box lists 'JOB POSITIONS INCLUDE:' followed by a list of roles with checkmarks: SALES ASSOCIATE, CUSTOMER SERVICE REP, MANAGER, CASHIER, and SUPERVISOR. To the right of the list is an illustration of a man in a suit using a laptop. At the bottom, there are two sections: 'COMPANY NAME' with contact information (800-966-8554, info@yourname.com) and 'APPLY ONLINE TODAY AT WWW.JOBSEARCH.COM' and 'OR APPLY IN PERSON AT 455 STREET ADDRESS. CITY, FL 12345'.

We're HIRING

JOB POSITIONS INCLUDE:

- ✓ SALES ASSOCIATE
- ✓ CUSTOMER SERVICE REP
- ✓ MANAGER
- ✓ CASHIER
- ✓ SUPERVISOR

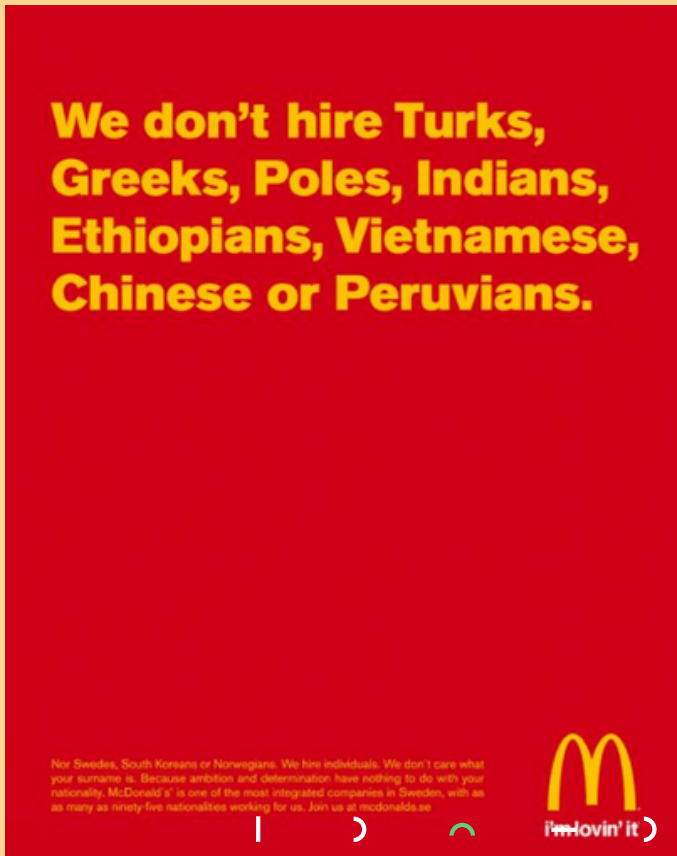
**APPLY ONLINE TODAY AT
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**OR APPLY IN PERSON AT
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COMPANY NAME
800-966-8554
info@yourname.com

REPETITION

Repetition is a fundamental design element, especially when it comes to branding. It creates a rhythm and strengthens the overall design by tying together consistent elements such as logo and colour palette, making the brand or design instantly recognisable to viewers.



CONTRAST

Contrast happens when there is a difference between the two opposing design elements. The most common types of contrast are dark vs. light, contemporary vs. old-fashioned, large vs. small, etc.

Contrast guides a viewer's attention to the key elements, ensuring each side is legible



A large advertisement for Home Depot careers. The top half has an orange background with six white candles of varying heights. Below the candles, the text 'Like variety?' is written in a large, bold, black, sans-serif font. Underneath that is a quote in a smaller, black, sans-serif font: '“Around here, it's never the same thing twice.”'. Below the quote is the name 'Roberta J. - Age 40, The Home Depot Warehouse Manager' in a very small font. The bottom half of the ad is white and contains the Home Depot logo, the word 'CAREERS' in a large, bold, black, sans-serif font, and the tagline 'Let's Put Something Together.' in a smaller, black, sans-serif font.

QUALITY

Quite simply - use quality photos, vectors, logos, and fonts. Always.

There are various free and paid resources websites out there - Google is your best friend.

NO ❌



YES ✅

