

Flavour filled **DESIGN TIPS**

no matter the tools



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Design Tips no matter the tools

Designing something can be ~~incredibly daunting~~,
regardless of whether you don't have the right tools,
or ~~if you have~~ all the gear and no idea...

~~Fortunately~~ there are a few universal truths about
design that don't require you to know a layer mask,
understand feathering or even the right time to
~~dodge or burn.~~



WHITE SPACE

White Space

When designing anything, it's important to leave space for each of the elements to breathe. Negative space, or white space, is crucial in design. It emphasises sections, ensures ~~legibility~~, and prevents overwhelming designs.

Congested



Clear



8mm

8mm

MARGINS

8mm

8mm

Margins

There's no hard and fast rules on how to use margins in your designs, whether it's around the edges of the screen / page, around an image or between columns of text. Like white space, they should be used to enhance clarity and prevent user confusion.

Unbalanced



Balanced



LEADING

LEADING

LEADING

LEADING

LEADING

LEADING

Leading



"What's leading?!" ... I hear you cry!

Leading is the space left between the baseline (the  invisible line which text sits on) of one row of text and the line below.

The amount of leading needed can vary on taste, or the typeface that's being used, but you can definitely use too much or too little. Choose to space lines in a way that helps guide the user through the copy and doesn't force them to strain to follow. Also, remain consistent throughout! The number of times I've seen text squashed together, just to fit into a tiny space...

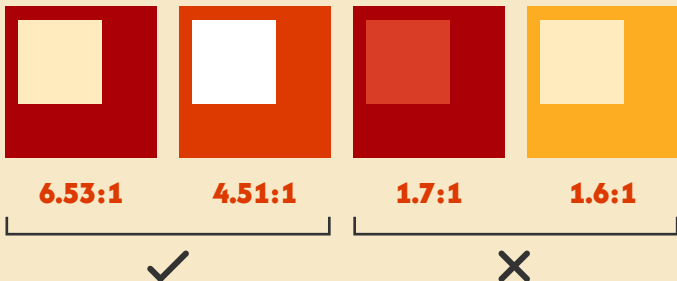
COLOUR CONTRAST



Colour Contrast

Colour contrast is king when it comes to accessible design. If your website isn't compliant, Google will give you a big old slap on the wrist.

Sometimes even if looks ok, it can fail.



A general rule is that, so long as you have a contrast ratio of **4.5:1 or above**, you are safe.



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