

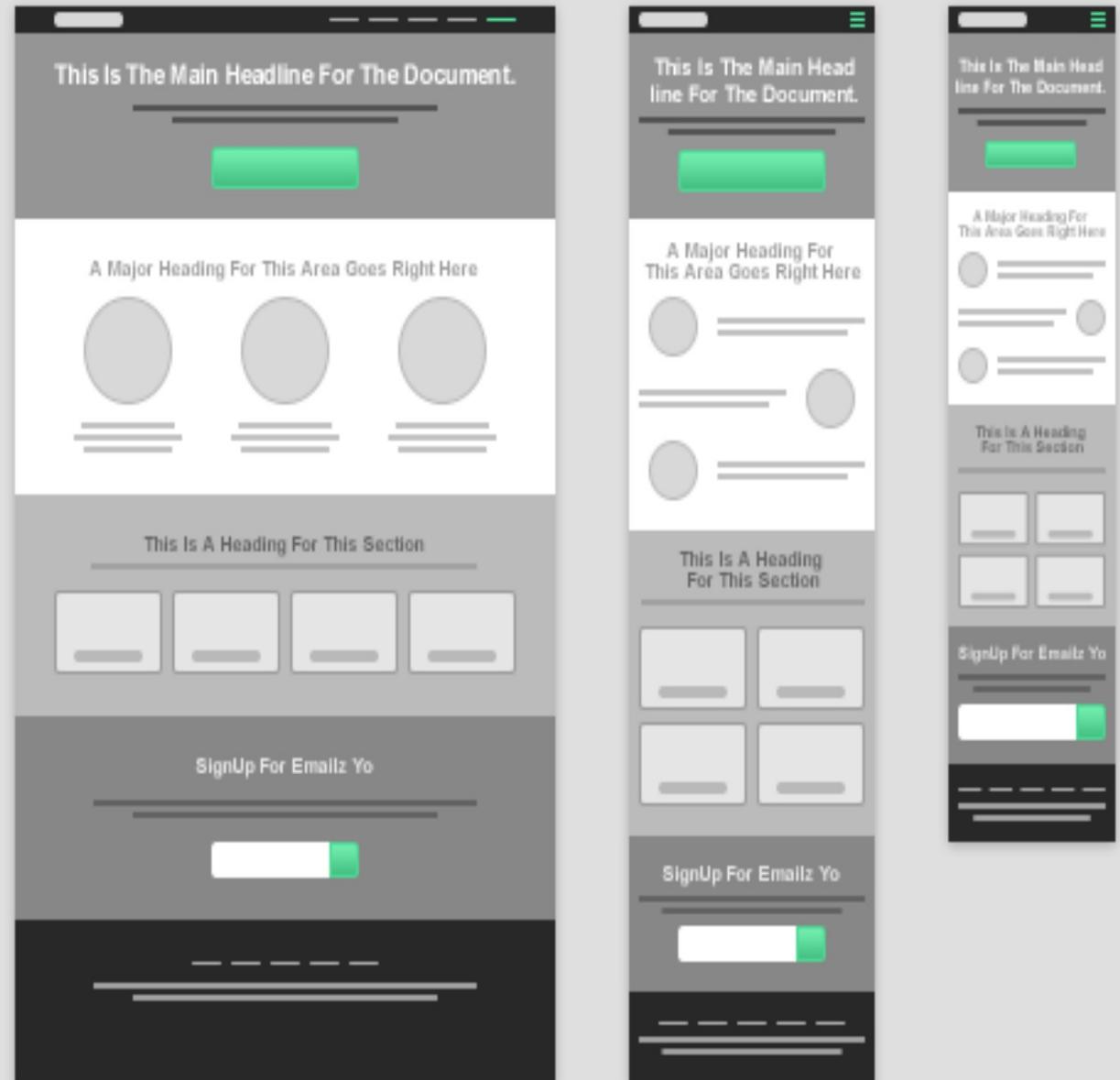
S T U D I O
4forty

Graphic Design Tips & Tricks

The Grid System

In graphic design, a grid is a series of intersecting lines. The grid serves as a framework on which a designer can organize graphic elements in a rational, easy-to-absorb manner.

- Grids give order and speed up the design process by providing designated places to put content.
- Grids help keep your alignment of text and images consistent.
- Grids make your designs cleaner, more efficient and easier to adapt.



Block Width

Lorem ipsum

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434 px

Block width is also considered an important factor in typography .
Too wide text blocks will cause our eyes to have
hard time finding next line of text

Hierarchy

Hierarchy is

Let the reader know

Where to look first

Hierarchy's main role is to keep your ideas organised , so that
viewers can always identify which category of information they are
reading .

Emphasis And Scale

AKA Hierarchy. Helps viewers navigate your design and signals the importance of different elements

Create a focal point by making the more important content fill most of the space. If there is too much content and imagery fighting for attention, your audience will not stay engaged.

BEFORE



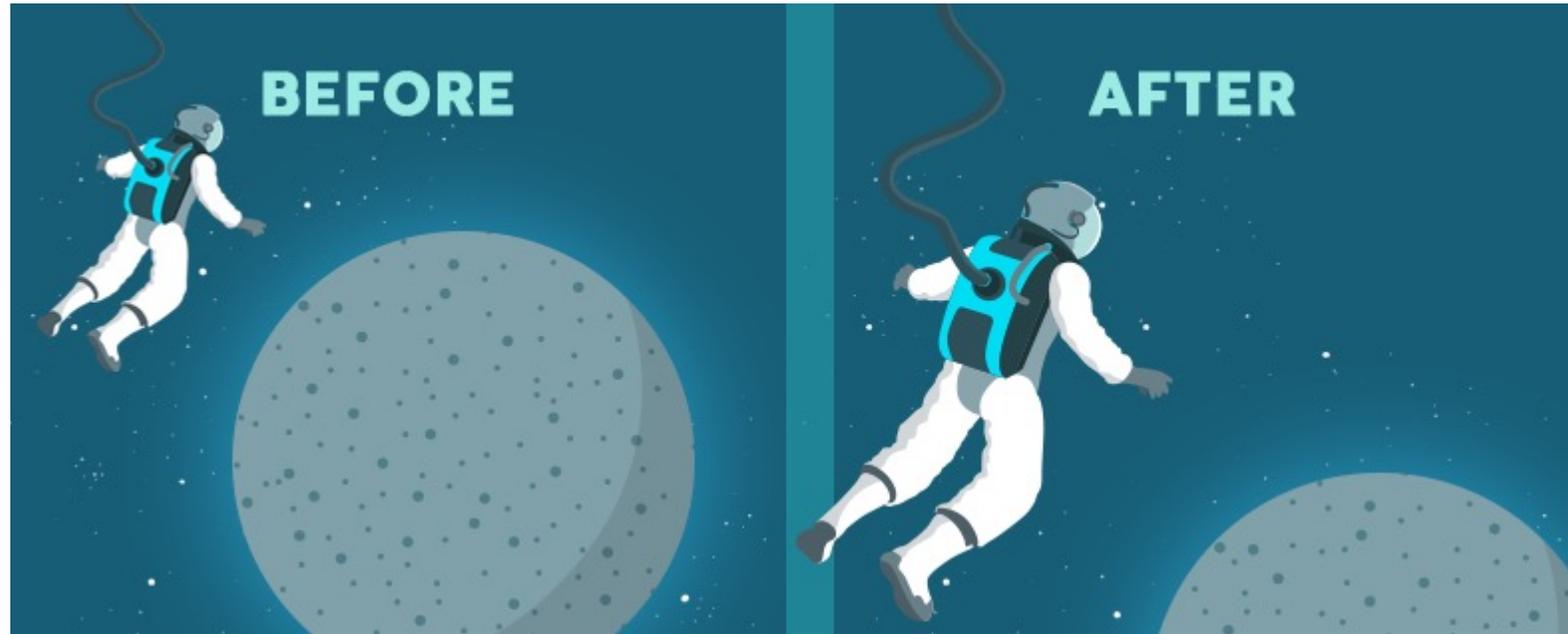
AFTER



Balance and White Space

Balance is about juggling all the different elements you're trying to include in your composition. i.e: Images, text, icons, numbers ect. The grid system definitely helps with this.

White space (or negative space) is as important as your content. White space gives your content space to breath, provides a path for the eye to follow, and gives your design balance.



Why our mobile app is the best

- It uses a solid up-to-date platform
- We have 100% satisfaction from current customers
- Have a better UX-design than competitors
- Easy to install – just plug and play
- 24/7 support available
- Professional team that will help you with any issue

Very little white space



**Our customers love our app,
and so will you.**

A lot of white space

BEFORE



AFTER



Color and Contrast

Contrast simply means that one item is different from another.

In layout and composition, contrast can help you do many things, like catch the reader's eye, create emphasis, or call attention to something important.

Using light vs. dark and thick vs. thin elements adds contrast and helps design elements 'pop' and makes your composition easier to read and follow.

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TYPOGRAPHIC HIERARCHY
ELEMENTS

FONT COLOR

Color is also a great graphic design technique to create a visual hierarchy on the text as you can use the color contrast principles and giving the high contrast color to the focal part of the text.

Consistency and Repetition

Consistency refers to the constant use of visual design elements discussed such as color, type, spatial layout, etc. Consistency makes the work look beautiful and pleasing to the users' eye.

Repetition or using a pattern is one of the most fundamental graphic design rules. This is an element used multiple times throughout the design to add consistency and unity. Repetition creates a particular style, creates cohesiveness, creates emphasis, hierarchy structure and strengthens a design.

Consistency

Inconsistence

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BEFORE



AFTER



All the Tips & Tricks in One Sample

The grid system

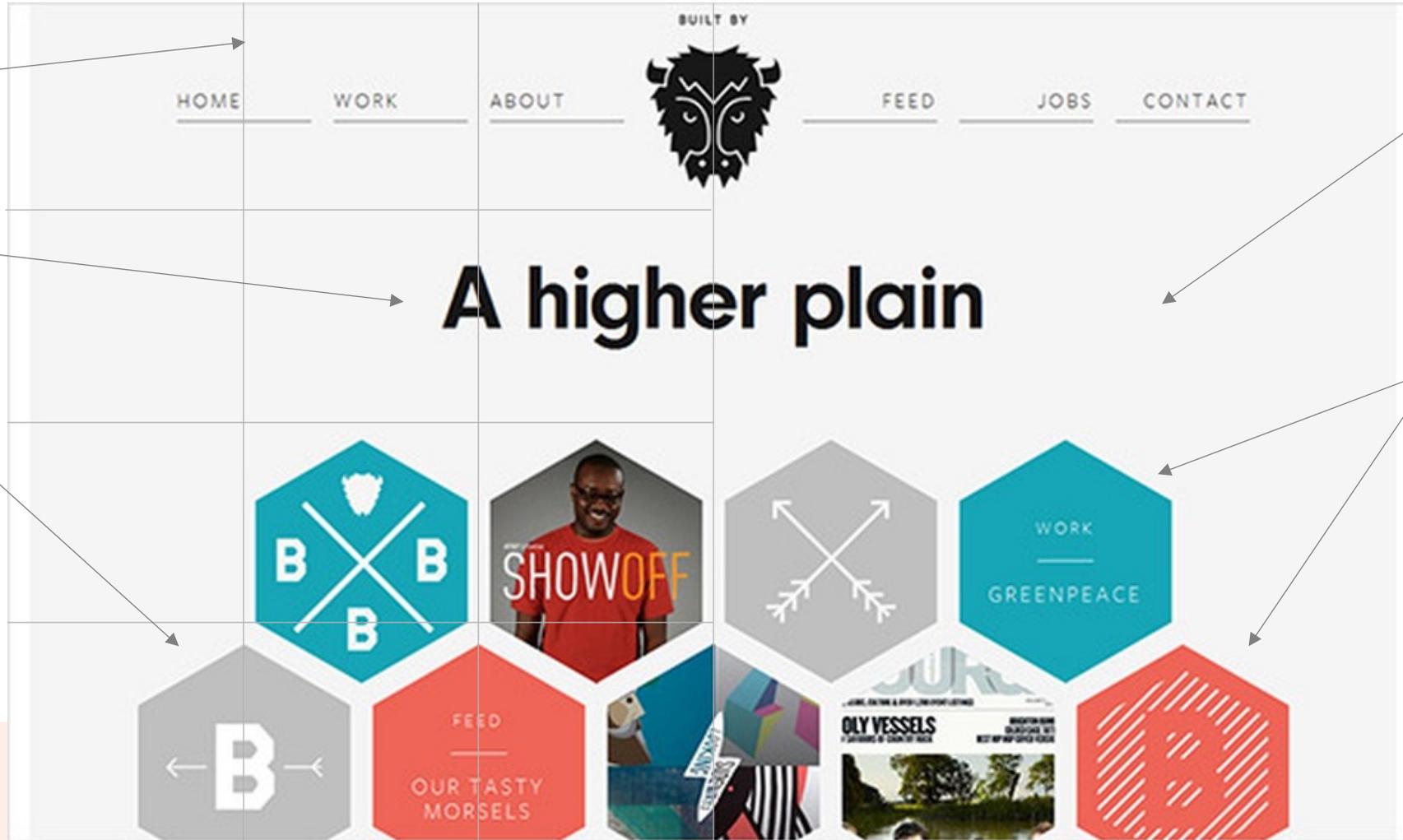
Content is organized into sections

Emphasis & Scale

Priority given to more important elements

Consistency & Repetition

Consistency in font and using a repeating shape helps add interest and gives the design unity.



Balance & White Space

Providing white space on either side of the title gives balance and Breathing room

Color & Contrast

Contrasting colors help break the break the information down into small bites and makes the information pop.