



Quture Media
/Q'toor/

10 DESIGN QUESTIONS:

*CREATE BETTER CONTENT
WITH THESE DESIGN RULES!*

Thank you for cultivating your creative skills with Quture Media! We do ask that you not share the contents of this book without permission from the author, Quenest Harrington.

If you have any suggestions, questions, or would like to work with us, please email quturemedia@gmail.com for all inquiries!

*@quturemedia
/qutureimagery*



Hi I'm Q! I like helping small business owners create content that is profitable and looks great. Empowering small business owners to more confidently navigate their brand creative is my passion! You don't have to be a designer to understand the basic fundamentals of strong design; that's what this book is for.

THIS E-BOOK IS FOR YOU IF:

- You create or need to create content that requires visual appeal.
- Every time you sit down to design you get a brain fart
- Your objective for your designs is usually to promote something, to achieve a goal whether it be new customers, followers, sales, products/services etc.
- You're a makeup/lash/nail artist, a realtor, a coach, a trainer... anything but a designer but you ain't got it to hire anyone right now
- Your regular job duties have expanded to include design and you could use a crash course in the basics
- You'd like to learn more about design in general, either to be better at it or to help guide you when you contract creative professionals!

Still reading? Cool! So real quick, why should you bother listening to me?

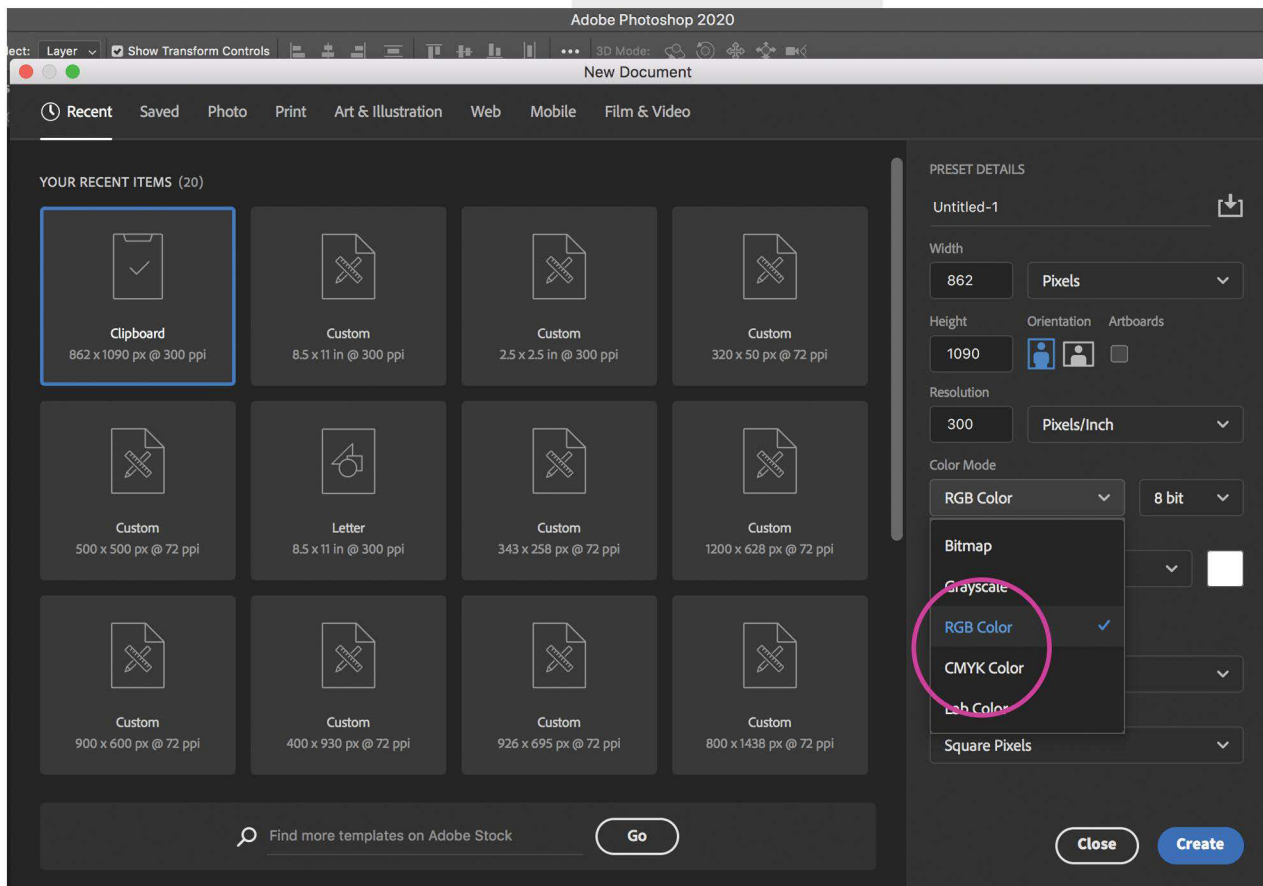
I'm a designer and a photographer. I picked up a camera in elementary and have yet to put one down. While in undergrad pursuing a Photojournalism degree, I (begrudgingly, long story) started my design career as the understudy of my talented cousin (who is also an amazing painter as well as designer, check him out if you like custom art @artbyrice_!) Since graduating I have obtained extensive corporate experience in creative services, including designing extensively for large corporations such as Dollar General, IHG and iHeartMedia just to name a few.

Anywho, the purpose of this e-book is to give you a life raft when you open Photoshop, Canva, whatever your weapon of choice is. When I first started my design career about 13 years ago, it took me a while to gain confidence in what I was doing. Looking back at my old work and looking at some of the things I see on the 'gram and elsewhere *cough* I see many common mistakes! So my hope is that this list is helpful to you when you're designing your content.

This is not an exhaustive list by any means and the best part about design is that it's **subjective**; it's an art form! Remember this and it'll take some pressure off of you. Happy reading!

IS THIS A PRINT OR DESIGN PROJECT?

This is important! Print and digital design require different settings and different colors spaces. Not choosing the right file set up initially can cause quality issues (especially going from digital to print resolution!) Make sure your settings reflect your project type before you get started designing anything. I know way too many “designers” who don’t know the difference between CMYK (preferred for print) vs. RGB (preferred for digital)



IS MY TEXT LEGIBLE?

You'd think it goes without saying but it doesn't. Don't put brown text on a black background. Don't put light beige text on white. Don't use the cool font that can only be read w a magnifying glass for your main message. If people can't read something easily, guess what they do? Yep. They stop trying and continue scrolling. Try not to place text directly on top of busy images, they will clash! If you must, try an overlay (layer of color w/ some opacity) between the image and the text. Voilà Legibility.



IS MY FONT USAGE CONSISTENT?

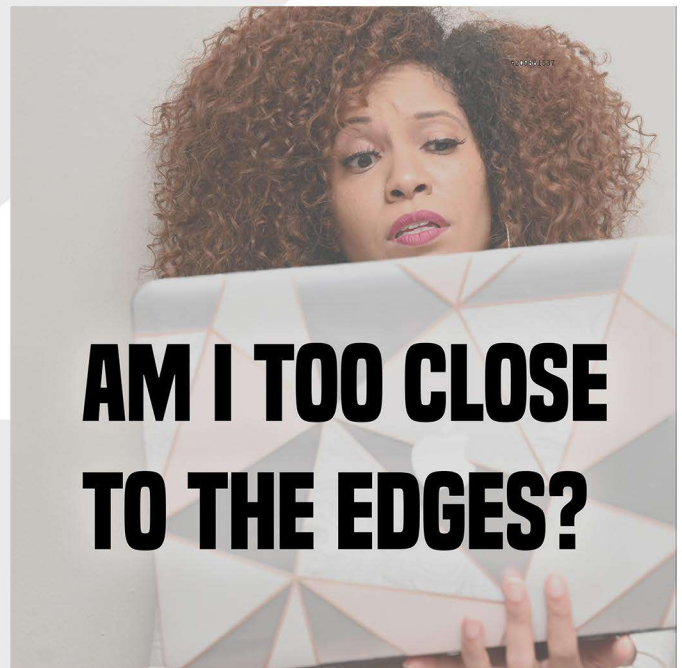
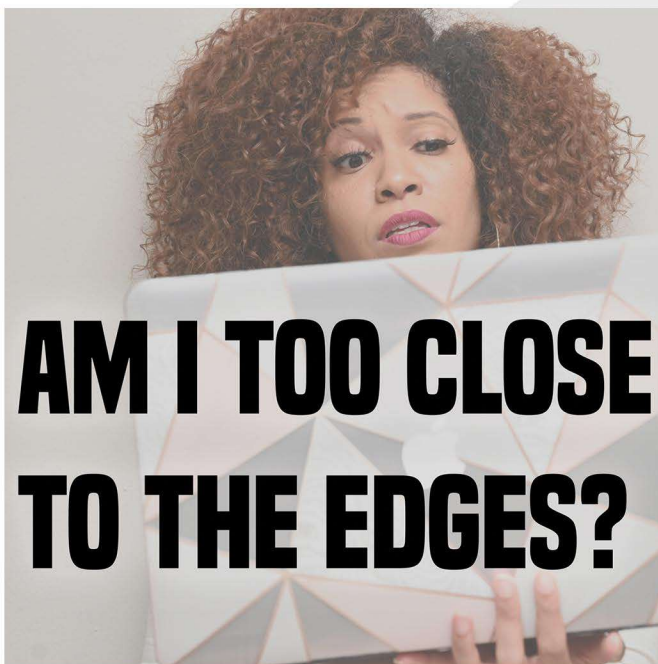
I know you think those fonts are cool/cute but no need to use seven different fonts on one design. I know you're going for "fun & light-hearted" but you're probably just making your design difficult to read. You should ideally have a brand guide to refer to for default fonts but if not just know that 2-3 go-to fonts a design are best.



DID I GIVE MY DESIGN ROOM TO BREATHE?

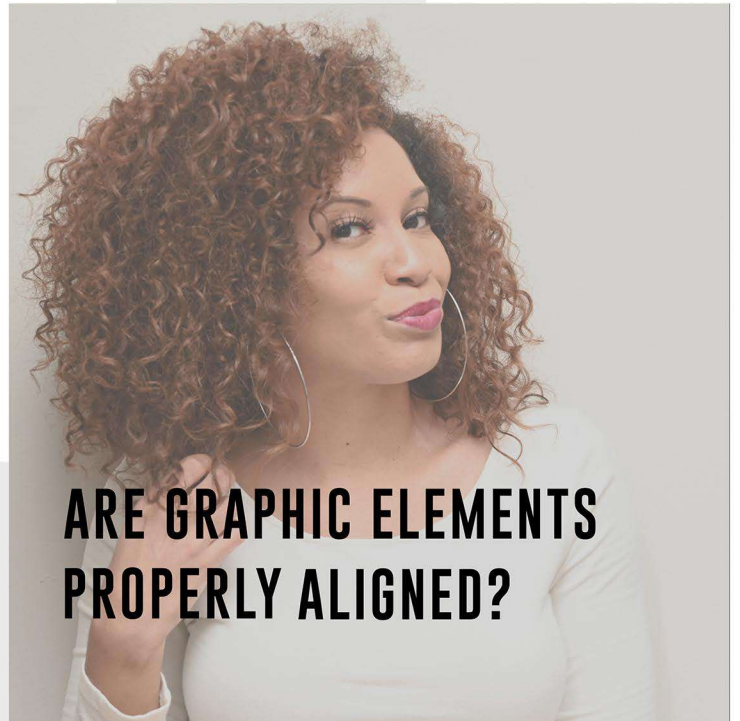
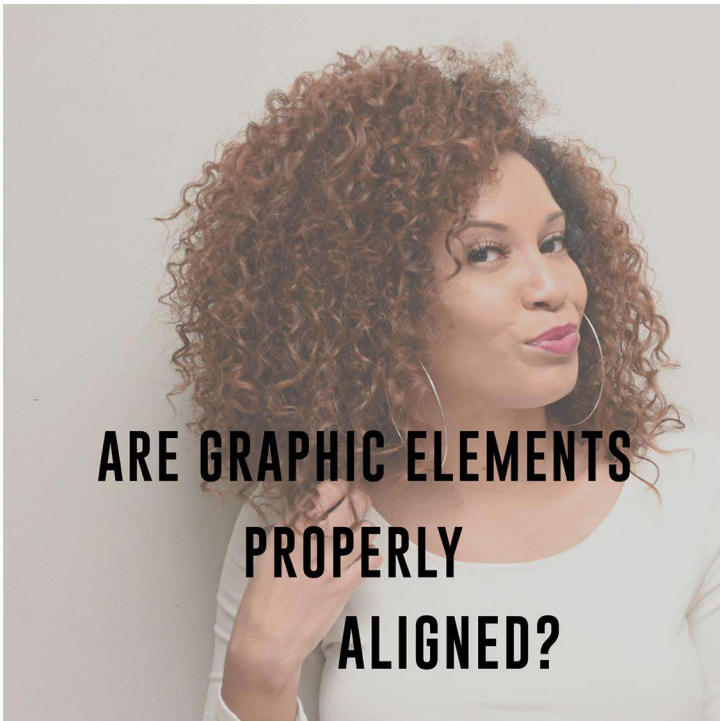
I see this awwwl the time and it was one of my biggest common mistakes as a young designer! Idk why we/y'all do this.

Give your design some breathing room! Ppl crave visual order; giving the design space will make it easier to read and will therefore make them subconsciously more inclined to actually read it! What did negative space ever do to you; show it some love!



ARE ELEMENTS PROPERLY ALIGNED?

Seems nit-picky but hear me out; we love order. Our eye is naturally drawn to things that align, even if it's very subtle. For example, have you ever seen an immaculate store display of products with one missing? It's bugs you! Same rules apply to design. When you see this tool use it to make your elements line up on your canvas correctly and your design will stand out, I promise!



WHAT'S YOUR FOCAL POINT?

Where does your eye go? Now where *should* it go? If these two answers are different, you should make your focal point stand out more. What's a focal point you ask? Well think about the purpose of the content. What's it promoting? An event? Make the event name the largest or most noticeable text. A sale? Make the offer stand out. Make it larger, emphasize with a stroke, a shadow, a coloured background to make it pop etc.

But always remember... trying to make everything stand out makes nothing stand out!



IS MY IMAGE QUALITY HIGH RESOLUTION?

Make sure you are using the largest sized, sharpest images possible!

The larger the size of your image file, the more detail it holds, the

higher the resolution. Higher resolution images are extremely

important when creating items for print. It's the difference between

looking professional and amateur-ish in your design! (Pro-Tip: Always

source your original image vs. using compressed images found on

social media)



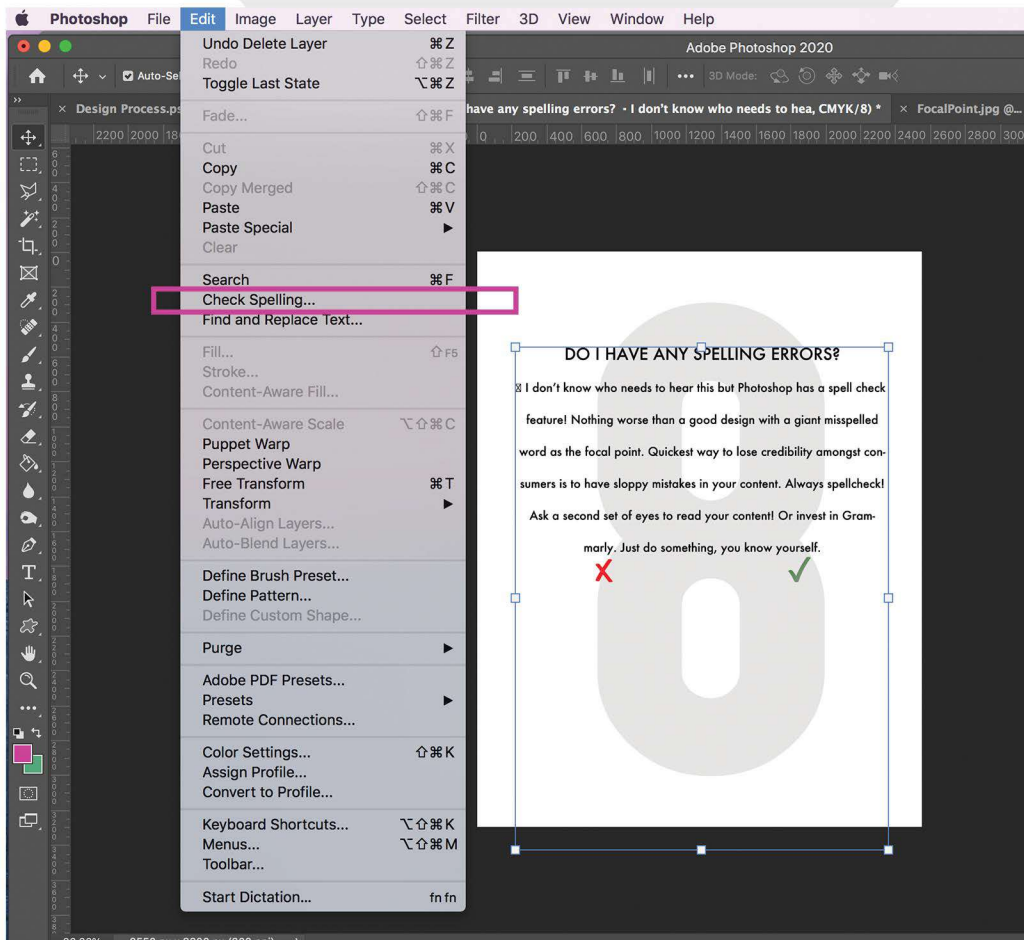
ARE MY IMAGES HIGH
RESOLUTION/VECTOR?



ARE MY IMAGES HIGH
RESOLUTION/VECTOR?

DO I HAVE ANY SPELLING ERRORS?

I don't know who needs to hear this but Photoshop has a spell check feature! Nothing worse than a good design with a giant misspelled word as the focal point. A quick way to lose credibility amongst consumers is to have sloppy mistakes in your content; it gives the impression you don't care. Ask a second set of eyes to read your content! Or invest in Grammarly. No excuses.



DOES THIS APPEAL TO MY TARGET MARKET?

Design should be strategic... everything you choose from your fonts, images, wording, layout should be purposeful and designed to attract your target market. Your target market is your intended content audience.

For example, if you have a daycare advertisement you may choose a childlike font to draw attention to the type of business. You wouldn't use this same font however, on a church bulletin; read the room!

Same idea goes for layout, don't design creative for a rehab center in the same manner you'd design a club flyer. Creative for more serious subject matters should be much more subdued to set the tone for the viewer.

This may not seem like a big deal but this is important to setting up key parts of your design and it can save you some time if you do the research beforehand!

HOW CAN I MAKE THIS BETTER? (REVIEW!)

Seems like a “no duh” question but it really isn’t. I’ve been designing for years in corporate and freelance and sometimes you just wanna be done. But hear me out!

When you decide you’re “done”, take a step back and come back to your design after some time has passed. I guarantee you’ll find at least one thing you can improve upon! Here are some common things I ask myself when I’m “done”:

- Make sure you’re not too close to the edges*
- Did you use 85 fonts (please don’t)?*
- Run a spell-check*
- Are my images blurry?*
- Make sure the colors are consistent/match*
- Is your design legible?*
- Are graphic elements aligned and orderly?*
- If promoting/selling, is there a clear Call to Action (buy now, call today, etc.)?*
- When in doubt, get a second opinion!*

HELPFUL RESOURCES

COLOR.ADOBE.COM/CREATE

FIND YOUR COLOR PALETTE

FREEPIX.COM

OFFICIALPSDS.COM

*GREAT FREE GRAPHIC RESOURCES
(WITH ATTRIBUTION)*

DAFONT.COM

FREE FONT RESOURCE

SKILLSHARE.COM

HELPFUL DESIGN TUTORIALS

MOAT.COM

*A DATABASE OF LARGE CORPORATIONS
ADVERTISEMENT DESIGNS*