RHSU

leadership elections

Graphic Design Top Tips

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Graphic design – A Guide

When designing for your campaign, the key thing to note is that it needs to be you. By this we mean that it's your brand, values and ideas that you're tying to present. So don't try to brand yourself as anything you're not. You're you and that's powerful.

There are some tips and tricks within design which are fundamental to creating a strong look that is eye catching, interesting and engaging.

Colour

Probably the most important element. When picking your colours try to stand out but be readable. For example, some colours look great individually but don't work well together.

It's a good option to start with a lighter colour that means something to you. Then pick a darker colour that complements it.

Unsure where to start? Don't worry, there's tons of websites out there that can help you choose. Try this one.



Typography

A more complex word than it seems. Typography is just the font styles you use and how you use them. Remember, it's a campaign so your titles should be bold and stand out. Your 'body text' (what we call text that contains larger bits of information) should compliment your title but not overpower.

In the fast-paced world of social media and busy campuses, it's essential to capture attention quickly. Use eye-catching visuals, bold headlines, and concise messaging to convey your campaign's key points.

What always works is a thick bold heading accompanied by simple sans serif fonts (anything like this one, without the flicky bits). Your type should always be legible and in a suitable font size. It's always better to go over another page/graphic rather than condense your body text so it fits on the page. What's the point of the text if no one can read it?





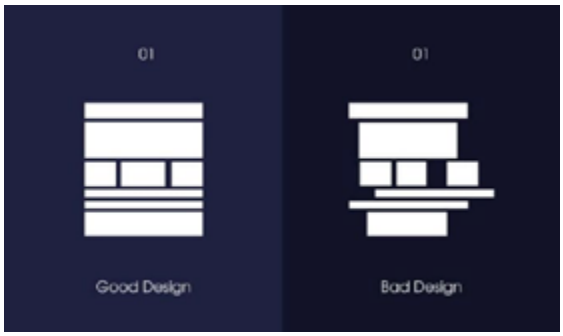


Visual hierarchy

Visual hierarchy is another complex word who's meaning is a little simpler. It's what your eyes are first drawn to. Your eyes are naturally drawn to more engaging elements whether this be influenced by colour, size or shape. So we can utilise this as a format. Lets make the most important element on a design the most eye catching. Do you have a campaign slogan you want people to use/say? Make it the most visually appealing to make sure they read it first. The rest of the design will follow suit. Your second most important bit of info would then be a little less engaging (big/colourful whatever). And so on...

Layout

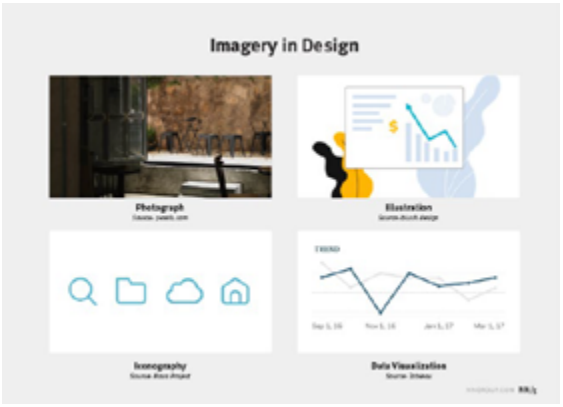
Similar to visual hierarchy, layout is important to guide a readers eye through your design. Don't overcrowd your designs. Give them space to breath. People will enjoy reading what is aesthetic and whilst your information is important, keep them here and reading through it all, don't overwhelm.



Imagery

An incredibly strong player in design. People are electing you. Use your face/interests in a visual engaging way. People tend to trust what you're saying when they see you. Icons and visual representations of words are strong too. They create a different dynamic to what you see.

Whether it's photographs, illustrations, or logos, use high-quality images to ensure your graphics look professional. Blurry or pixelated images can detract from the overall impact of your campaign.



Mediums

In a world that is overcrowded with content, it's important to make your design fit multiple mediums. Using Instagram? Well that already has 3 different displays of media. Stories, reels, and posts. All with different sizes and focus points. Make sure you can adapt your designs to all these different ways. Remember, not everything has to go on every piece of artwork. Pick what's important for each area and keep the relevant bits of info on there. Maintain a consistent look across all your design assets. This includes using the same colour palette, fonts. It helps solidify that brand.

Resources

There are tons of free resources out there to help you. This includes image generation and icons. Scour the web to find what works for you.

Canva - Obviously a huge help. Use it. It has some great templates. Just remember to make them your own. If you're using Canva, it's likely others are too.

Unsplash – A great tool for royalty-free imagery. Convey your message with HD images to support.

Flaticon – Summarise elements of your design with icons. They're universal and easy to understand without taking up space.

Friends/peers – Your most valuable research. These are your voters. Use them to give you feedback on your work

Conclusion

- Be unique and individual – it's your campaign
- Pick colours and text that's readable and easy to understand
- Don't overcrowd your designs
- Use online resources that are free!
- Use images, take pictures. You have a phone!
- Gather feedback, show others see what they think – What might look good to you may be hard to understand for others.
- BE YOU!

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