

Good Design Memo

1. A good design conveys a message. Test if someone who is not aware of your project understands your design. Show it for 3 seconds, hide, ask what they remembered. Show again, don't hide this time, ask to describe what they see to the smallest detail.
2. One message per design piece. Otherwise you are making a newspaper.
3. Always think a couple of steps ahead. Don't solve the current design problem. Think of what may come next. You will always benefit from a set of design rules. Style guidelines for products and brand book for marketing communication.
4. Whenever possible, test in printed version. Everything looks good on modern tablet and smartphone screens.
5. Simple way to test if the design has enough contrast: print it in black and white.
6. White space helps focus attention on what matters to you.
7. White space communicates premiumness.
8. Limit the variety of fonts per design piece. The rule of thumb is to have 3 or less.
9. Typeface is the "body language" of design. It communicates as much as the text itself. Use it appropriately. For example, the only appropriate case of usage of **Comic Sans** is children comics book.
10. The primary objective of any typeface is to be easy to read. Don't overdo with *handwriting* fonts.
11. Use matching colors.

Handy Design Tools

1. Canva.com helps you make social media designs like a pro. They have a crash-course to teach you the design basics.
canva.com/learn/design/tutorials
2. Colors.co is a color palette generator. You will never have to ask again if some colors match. Start with blank page or a shade you have in mind.
3. Fontface.ninja is a free browser add-on allowing you to see the typefaces on any internet page.
4. Monosnap.com makes the process of providing feedback to designers way faster. It allows to screenshot the areas of the screen you need and instantly add comments.
5. Figma.com is the collaboration platform for websites and applications development. Good to make your first wireframe and update it till the smallest tweaks of your UI.