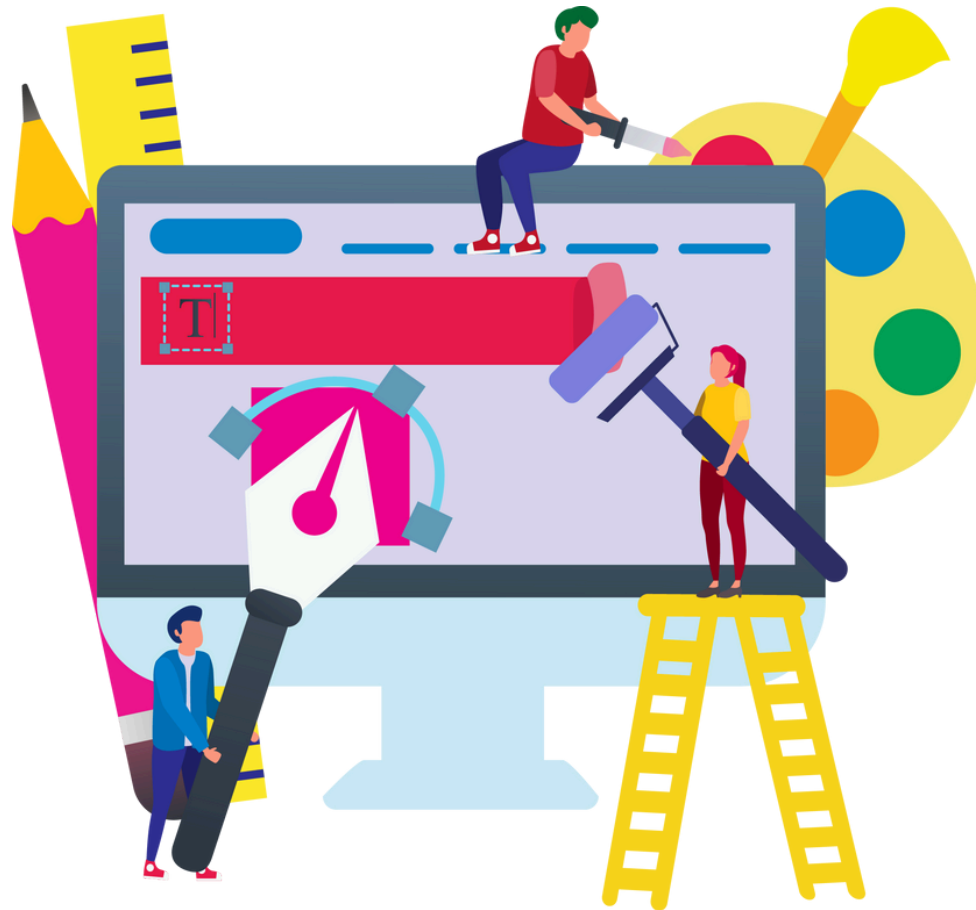




GRAPHIC DESIGN BASICS



Consistent Design

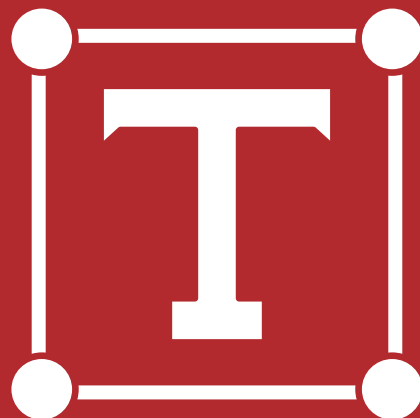
- Use the **correct** MSJC Logos.
- Ensure brand colors are accurate by referencing the Brand Identity Guide.
- In general, use no more than 5 colors in a design.
- Stick to the **same** font family or don't use more than 3 different fonts.



GRAPHIC DESIGN BASICS

Legibility

- When choosing fonts or graphics, legibility is **important**.
- **Don't** choose text that is hard to read.
- **Don't** use colors that make text hard to read.
- **Use** good contrast between color, graphics and text.
- **Use** colors that complement each other.



Quality

- When using images in a design, make sure you have the **permissions/licenses** to use them.
- **No Google Images.**
- Use Images with **high quality** resolution.
- **Don't** stretch images or graphics, maintain the same proportions when scaling.



Visual Hierarchy

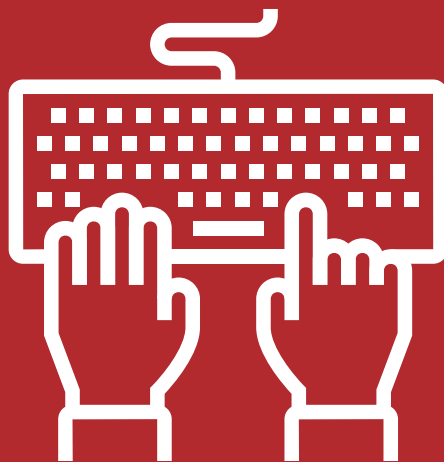
- **Don't** randomly place objects within your design.
- Align elements appropriately so they are visually appealing.
- Good alignment helps with how users read your design.



GRAPHIC DESIGN BASICS

Grammar

- Watch your spelling, punctuation, and grammar.
- **The more eyes the better.** Share your design with colleagues to proofread any mistakes especially if you are printing.





GRAPHIC DESIGN BASICS

Additional Resources

- **MSJC Brand Identity Guide**
- **Graphic Design Request**
- **Royalty free images**
- **Grammarly**
- **Design principles from Adobe with examples**
- **Questions? publicinfo@msjc.edu**