

Cheat Sheet

13 Rules for Design

from **Design Evolution: A Handbook Basic Design Principles Applied in Contemporary Design**
by Tim Samara

READ THE BOOK! THESE ARE REMINDERS ONLY.

RULES:

1. Communicate, don't decorate.
2. Use two typeface families maximum. OK, maybe three.
3. Use the one-two punch! HIERARCHY
4. Pick colors on purpose
5. If you can do it with less, then do it. Less is more.
6. Negative space is magical- create it, don't just fill it up!
7. Treat the type as image.
8. Type is only type when it's friendly. LEGIBILITY.
9. Be universal; remember that it's not about you.
10. Squish and separate.
11. CONTRAST. Use lights and darks.
12. Create images - don't scavenge. No clipart!
13. Symmetry is the ultimate evil.