

Come up with a Concept

Consider the T.A.S.C. at Hand

Tone – Is it formal? Inviting? Playful? Serious?

Audience – Students, faculty, etc.

Style – Minimalistic, Hand-Made, Abstract, etc.

Context – What kind of event am I designing for?

Design the Logo

Consider Your Elements and How They Relate

Shape and Form – Circles, cut-outs, lines, etc.

Fluidity – Design with wide applications in mind.

Depth – Physically and conceptually, what can I do to make my design less one-dimensional?

Design Around the Logo

Consider

Graphic Elements – Build a functional system.

Consistency – Do my elements work as a set?

Depth – Are my elements meaningful or trite?

Type Choice – Do my type choices highlight my design?

Design the Booklet Layout

Consider these Concepts when Designing

Type Choice – Am I strengthening my design?

Tone – Is my book matching the tone of the event?

Readability – Is my type a comfortable size, weight, color, etc.?

Color Limitations – I have two colors, do they match my design's color palette?

Margins – Are my margins too big? What is the ratio of content to space? Are my margins too crowded?

Grids – Do my grids reflect an efficient use of space? Do they fit the content I'm working with?

Alignment – Is text aligned how it should be read?

Master Pages – Am I using them to layout repetitive elements?

Running Headers – Are they consistent? Do they add to the book's feel?

Page Numbers – Are they necessary? How do they relate to my type selections and headers?

Paragraph/Character Styles – Use styles to maximize workflow and increase clarity when designing.

Picking a Typeface

Consider:

Tone – Does the typeface match the tone of my design? What is it typically used for? How does this help me?

Style – Do I use a geometric or humanistic typeface? Why would I pick one over the other? What style fits best with my work?

Size – Does the type work well at different sizes? Is it legible at lower point sizes, if needed?

Range of Type Family – Does my body typeface have a variety of styles from Bold, Book, Italic, and so on that allow me to better carry out the design's hierarchy?

Header vs. Body Text – Using different typefaces for headers, titles, and body text can be helpful. How does this elevate or take away from my design?

Double-check for Consistency

Are colors working together?

Are elements missing?

Are forms of the design being utilized?

Can the work be pushed further?