

Six Features of Graphic Design that Sells

1 One thing dominates the page

When you look at a well designed page, there is usually one dominant feature to catch your eye. It could be the headline or the photo, but not both. Something has to stand out. The first step in designing a piece is to establish the order of priority of your messages. Make sure your most important message dominates the page.

Even though it is tempting to add extras like stars or banners with messages, be careful how you use them. When you emphasize everything, nothing stands out.

2 Minimize typeface variety

Even though your computer may come with hundreds of fonts, that does not mean you have to use them all on one page. The best designs stick to one, maybe two fonts per piece—plus the logo. A good guideline is to use a large San Serif font (like Arial or Helvetica) for the headlines and maybe prices. Body copy is easier to read if you use a Serif font such as Times Roman or Palatino. Serif text is easier to read than San Serif text.

3 White space

An open airy design is inviting to read. A page completely filled with text and photos can be intimidating to the reader. The placement of photos and text should lead the eye though the page.

4 Easy-to-read text

Design of the specific text blocks is important to the overall design. Text that is too small or condensed discourages reading. Very wide text blocks and long paragraphs are too much work to read.

Use paragraphs of different length. Make bulleted lists whenever possible. Break up the page with bold subheads or art.

5 Use relevant illustrations

The purpose of art (illustrations or photographs) is to help draw attention to or dramatize your message. Using art that doesn't relate to your message confuses the reader and dilutes your message.

6 Clear, visible logo and call-to-action

Once you have the readers' attention and guided them through the information, you need to close the sale. Give the reader a clear call-to-action message. Now you need to let your readers know whom to buy it from and how to contract you. There is no need to use an oversized name, address and phone number. Just make sure your reader can see this information easily.