Before you begin any design project, read the Basics of good design below, and do some brain-storming to get your ideas down on paper before creating your pages. Having your ideas drawn out on paper makes it easier to organize your thoughts once you begin creating your page.

The Basics of Good Design

1. <u>Emphasize Important Information</u>. Always display the most important information at the top of your page. Headings can also help to emphasize important information.

2. <u>Page Length</u>. Your Advertisement should not be too short or too long. Make sure the text is in short bullet points and not in Paragraphs.
Readers become frustrated with too much text. Keep your points interesting and short – grab attention and give enough information to answer their questions:
Who, What, When, Where, and Why I should care to go.

3. <u>Plan Your Layout</u>. Ensure that the advertisement is visually appealing, has all the right information, has some images and colour and has an easy to discover reason for interrupting the viewer with good information.

4. <u>Plan for Visual Appeal</u>. To make your web page easier to read and more visually appealing, remember these basics:

- Use a consistent color scheme throughout.
- Use a change in font color, style, and size to draw attention to what is most important.
- Make sure that your choice of background doesn't overpower the text making it difficult to read, or clash with any images on your page.
- Use headings and horizontal rules to organize your information by dividing it into easy to follow sections.