

7 MINDBLOWING GRAPHIC DESIGN HACKS E-BOOK



FIVE J DESIGN



INTRODUCTION

When it comes to your business or organization, the quality of your graphic design matters. Just take a look around. High quality graphics are everywhere.

They are on our smartphones and tablets, apps, digital billboards, on our TVs, and on our websites. Small business owners, schools, churches, and organizations have started to step up their game and are using high quality graphic designs. Gone are the days when a free piece of clip-art will work.

When we settle for sub-par graphic designs in our marketing efforts, we communicate a not-so-wanted message (DASH) we're okay with sub-par work. We can all would agree that that's not the message we want to communicate to potential customers.

Albert Einstein said "Insanity is doing the same thing over and over again and expecting different results." For many of us, we approach graphic design the same way. Our mailers, postcards, business cards, and websites designs are in a much needed makeover and upgrade.

We have compiled seven creative graphic design hacks that anyone can do to help you breakout of your boring design rut and propel you into creating mind-blowing graphics.

CHANGE THE SHAPE OF YOUR DESIGN

One great way to change up your next mailer, business card, or brochure is to change the shape or material. Print companies offer many different shapes such as: circles, squares, rounded corners or custom shapes. These shapes differentiate your design that, not only communicates your information, but also makes a lasting impact to your customer.





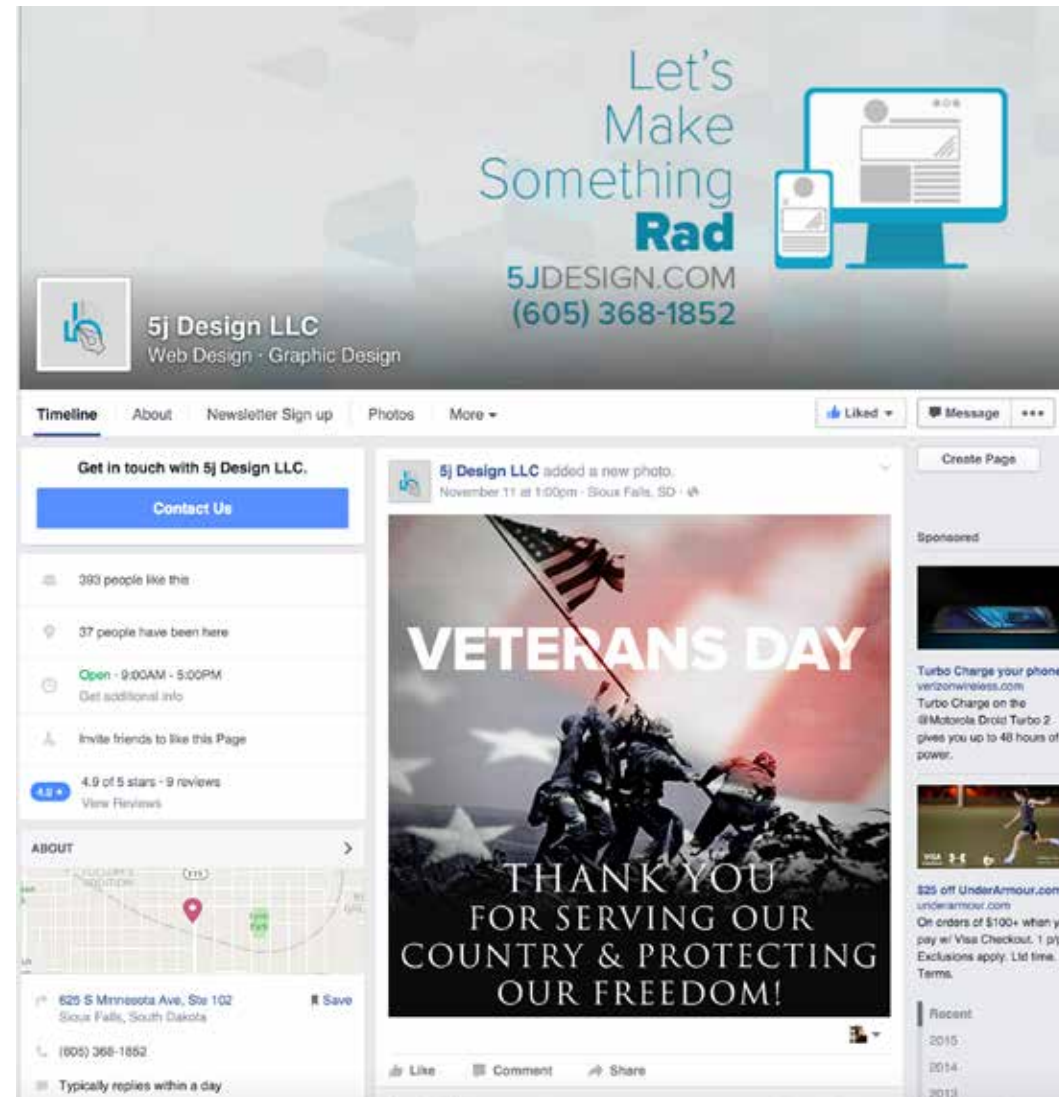
CREATE A THEME FOR YOUR NEXT MAILER

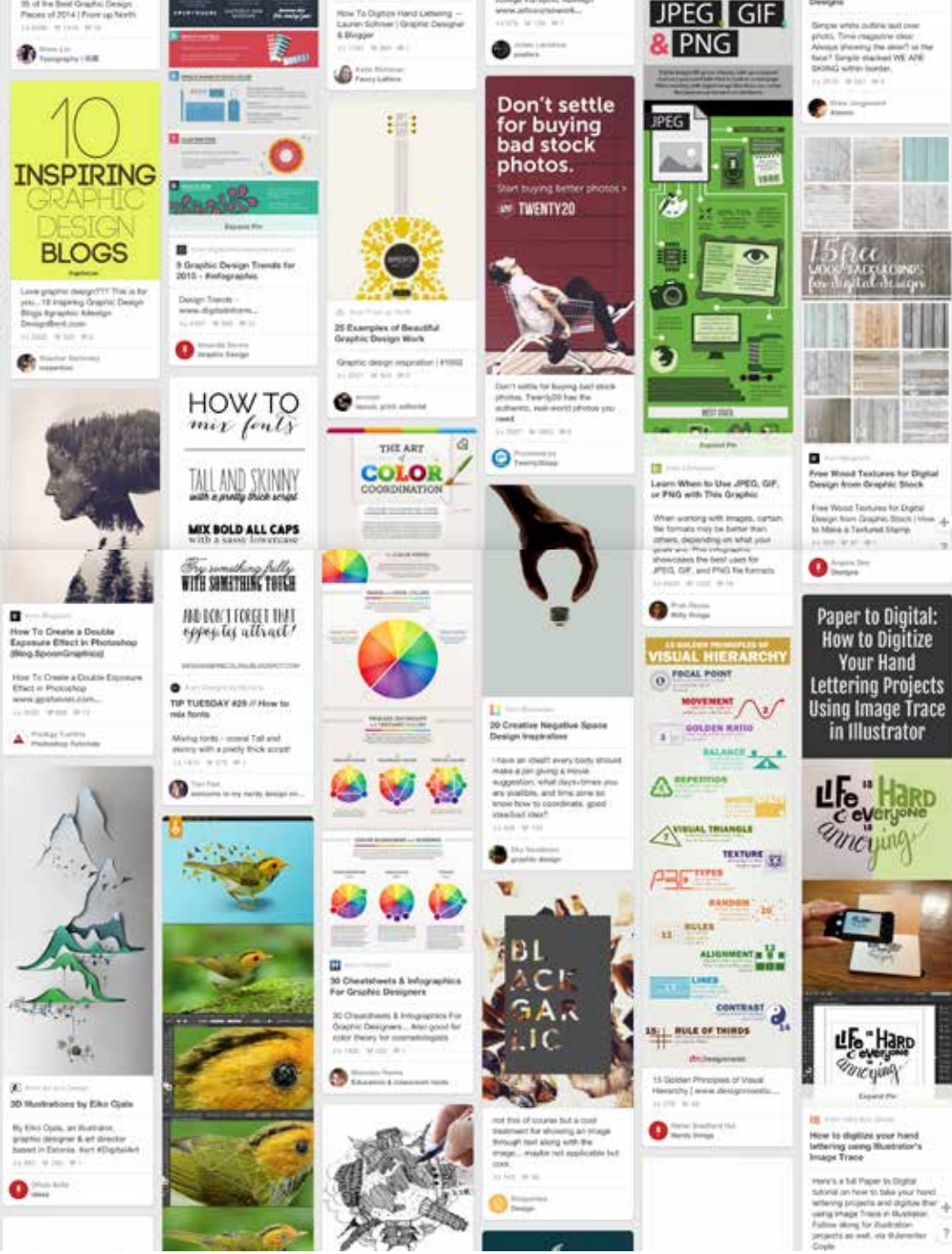
With all of the mailers we receive today, how in the world do we get our mailers to stand out? One great way to get your mailer or handout to make an impact is to create a theme for your design. By making a theme, you can then be creative in your design and layout. Holidays and other pop culture references can be an excellent start to creating a theme.

DESIGN YOUR FACEBOOK PAGE CORRECTLY

We have all seen the business or organization that uses a picture for their Facebook page that is fuzzy and does not fit. With a few minor fixes, you can create a Facebook picture that fits, looks great, and is professional. Facebook is obviously a place where we can tap into for displaying great graphics and promote our business. Here are a few things to remember:

- Cover Picture size is 851 x 315 pixels
- Design as RGB color
- Save it as a PNG
- Make sure the resolution is 400 DPI
- Use colors that match your brand
- Keep it simple and add basic information on your cover image. Make sure it has your phone, web address, and slogan or statement.





STAY UP TO DATE WITH CURRENT TRENDS

Keeping up with trends and styles is key to designing better! Trends will keep your creativity growing and allow you to stay relevant with the current graphics. One of the easiest places to follow trends is on Pinterest. Pinterest is an excellent place to search for graphic design trends because it's a visual platform. It has everything from quote cards to infographics. You can also use Pinterest to discover what graphics are resonating with a particular audience by its number of repins.

Remember graphics don't need to be complicated to be impactful. In fact, the simpler the better. The current trend is to strip away any elements that compete with your message.

CREATE OVERSIZED WALL ART

Creating oversized wall art can be a great way to display a design in an affordable, large format. When creating any art that will be displayed in a business, you want to make sure that it will fit with any current design materials that you use. Some ideas for oversized art pieces you can use for your space are using inexpensive prints to create an art piece on a large canvas or you can create a large cutout of a logo to use as art or signage





HAVE A LEAVE-BEHIND PRODUCT

Creating a leave behind product is a great way to keep you top of mind in customers. With a physical object, customers have something tangible to remember you by and will be a way to bring you to mind when they are in need of your product or service. Often these are used with a theme, either around your business, an event, or a marketing campaign.

USE A DIFFERENT MATERIAL FOR YOUR DESIGN

In addition to shapes, print shops offer an array of different materials to print on like plastic, thick card stock, and glossy or non-glossy paper. These products will cost you more, but will leave a better impact with customers. Using some of these methods can help your designs stand out against the rest.





**CONTACT US TODAY FOR A FREE ESTIMATE
ON YOUR GRAPHIC DESIGN PROJECT**

5j Design knows that all businesses and organizations need quality print materials. We can design all types of marketing collateral from business cards to brochures and banners to billboards.

Have a newsletter or other internal communications that you need to send out? Let us help you with the design and layout.

Our graphic designers will ensure that your brand stays consistent and your message is clear. Let's create something for you today.