6 Quick Design Tips for Digital Resources

In good design, form always follows function. Digital resources have to be clean and concise, but grab attention at a glance. Whether you're adapting old materials or creating new ones, here are a few basic digital design tips to keep in mind:

1. Design for Screens

. Don't squash or stretch images. Design at the correct aspect ratio and resolution for screens.
. Don't let images get pixelated. You can't blow up a small image to fit a large screen.
. Maintain brand standards. Ask your marketing department for templates or guidelines.

2. Design for Eye Strain

. Use good contrast, especially for text on a background. Be sure colors are complimentary.
. Use less text and larger fonts. Sans serif fonts are usually easier to read on screens.
. Consider people with eye fatigue, diminished vision and color blindness when designing.

3. Design for Brevity

. Use clean designs with just a few elements. Cluttered design will confuse the audience.
. Don't put everything into the design. Route people to another source for more information.
. Design a series of resources rather than trying to put lots of text or images into a single visual.

4. Design for Impact

. Make sure you design with a focal point in mind. One item should take priority to draw the eye.
. Only use bold, bright or large fonts for titles and action items, like links or contact information.
. Understand visual hierarchy and localize to the audience (left to right vs. right to left).

5. Design for Context

. Have a hook – a design theme, character, image or typography that will grab and hold attention.
. When presenting info from a digital resource, only put key concepts on screen. Don't read slides.
. Downloads can have more info and denser design. Ads and presentations should have less.

6. Design for Interaction

. Make your resource animated and interactive whenever possible. Use video, links, QR codes, etc.
. Use gamification techniques. Offer rewards for action; make interacting with your design fun.
. Refresh old designs. Remember that you're competing for your audience's attention at all times.

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