

Designers and illustrators help us capture a message through art and creativity. This design guide will help you emulate the best practices of good design. Use this document to guide you through conceptualizing designs for items such as clothing (t-shirts, hoodies, jackets), drinkware (cups, mugs, water bottles), writing materials (pens, pencils, notebooks), event announcements, and other promotional materials (social media graphics, hall monitor images, written material for publication, etc.).

## Graphic Design

All graphic design projects should use the following basic principles. For more information on these, see [this article](#).

1. Alignment
2. Hierarchy
3. Contrast
4. Repetition
5. Proximity
6. Balance
7. Color
8. Space

Additionally, all graphic design projects must follow the college's color and logo guidelines.

## Clothing Design

- Ensure design does not fall in an awkward placement (especially on the female form).
  - Make sure that words, graphics, icons, and logos are not printed in spaces and places on clothing that may draw uncomfortable or unintended attention.
- Mimic another design you have seen and like online rather than design something yourself (if you are not using a professional designer).
  - Study great shirt designs. Observe their placement of graphic elements and wording. It is okay to see what competitors are doing, and it is especially good to study experts in the field.
- T-shirts normally have prints large enough to see from a distance unless it is a polo or more formal shirt type. In other words, do not print super tiny on t-shirts as it looks odd.
  - A logo, icon, or words may look amazing when seen up close, but always remember to have designs created that will grab attention from a distance. A design can look very appealing but lose its edge when not visible from a distance.