5 ELEMENTS OF GOOD DESIGN

- **Visual Flow**
  - Consistency – page to page
  - Symmetry works good (equal amounts of graphics and white space)
  - Easy to follow and read!
- **Color**
  - Color can set a mood
  - Use Black, white and Gray as your base
  - Add colors that complement and contrast
  - A splash of bright color can add interest
  - Limit to two colors plus black & White!
- **White Space**
  - Blank space on your page
  - Literally not "White"
  - Makes sites attractive and easy to read.
- **Typography**
  - Use an easily readable font (Times New Roman, San Serif)
  - Fonts with tails are easier to read
  - Unusually fonts will not always come through on Grandma's Computer
- **Writing Clear and Concise**
  - Reading on the monitor is hard
  - Tell your story concisely
  - Break up text into 4-5 sentence chunks
  - Don't let text go all the way across the page.