

10 Most Common Graphic Design Mistakes



Beauty, as they say, is in the eye of the beholder. Good graphic design and design in general can also be quite subjective. Luckily there are few basic ground rules that can certainly help along the way. Here's our top 10 list of the most common graphic design mistakes... see how yours measures up?

#1

Overcrowding the Design

Some organisations include too much information and confuse their audience. Your target audience doesn't want to read about your company history. You should give only the most important company info, in order to retain the readers' attention.

If you're promoting products, then highlight the benefits of the products and the services they provide - then tell your customers why they should use your service over your competitors. Give the website address/QR code so that readers can visit your site and learn more about your business.

#2

Using Different Fonts

You have to differentiate the headlines from body content, but don't use too many fonts for that purpose. When you use too many fonts, it creates visual clutter and your brochure design looks unprofessional.

You should use a maximum two different fonts. However, you can use different font styles such italic and bold to highlight the important parts of text content.

#3

Missing Headings

Nobody likes to read large chunks of text. You should break your content in small paragraphs and use headings to highlight each paragraph. People generally scan a leaflet and if you don't give headlines, they may miss the most important points. To this end use bullet points to replace masses of body copy.

#4

No White Space

Before you start designing, draw a margin and make sure you don't write anything outside the margin. If there is no white space in your brochure, readers will get tired. Give plenty of white space and maintain line spacing to offer better readability.

#5

Too Many Colours

A colourful flyer always looks attractive, but a rainbow coloured design looks garish. You should stick to a pre-determined colour pallet that you know works. Try sticking to corporate/brand colours and think about using those to help create a sense of brand synergy

#6

Image Quality

If you use low resolution images, your target audience will see it as an overall reflection of your business i.e. sub-standard. Think about it from a buyer's perspective. Would you buy laptop from a company if you saw fuzzy laptop images in their marketing material or web site?

Often companies use low resolution images to save on professional photographers and stock images, however, if your consumers see low quality pictures of your products, they will never buy them. Therefore, instead of saving small money on images, you should buy/source only high resolution images – it pays off in the long run.

#7

Printing without Proof reading

Typos and grammatical errors look unprofessional. You should thoroughly check all marketing/sales copy content before sending it to print or putting it online. Better still, employ a professional copy writer to do it for you.

#8

Font size and backgrounds

40% of people over the age of 30 have some form of sight impairment, so why do some designers still insist on making us read tiny 8 point type? If you make your copy difficult to read, then guess what – people won't bother. Where possible try to place text against a light background rather than reversed out of dark solid backgrounds, for the same reason.

#9

Message Clarity

When customers view a brochure, they notice the headlines and images first. Understand this and make sure your headlines convey the most important messages first – don't waste the opportunity as you mightn't get a second one!

Your images and headlines must convey a very clear message to the audience. Finally, always communicate a straight forward call-to-action message, such as “contact us now”.

#10

Employ Colour Psychology

Ever wonder why red is used in sales advertising while calming shades of green, blue and orange are used to sell professional services like insurance? Colour usage in advertising of all forms is hugely important. Understand how colour works and what effect it has on the customer. Make sure the colours used are appropriate for your business sector.



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