

DESIGN THINKING

Think like a designer—no matter what you're making!

Design isn't about being the best artist. It's about solving problems creatively and sharing your ideas visually.

START WITH THE USER

Ask yourself:
"Who is this for?"

Think about what they care about, need, or struggle with.
This builds **purpose** into your design.

ROUGH IT OUT

Make rough drafts and try lots of options before choosing your best idea.
Your confidence will grow as you **enjoy the messy middle!**

What do you want people to **feel, know**, or **do**?
Your design should **show** the story, not just tell it.

TELL A STORY

Colours set the mood:

Red = energy | **Blue = calm** | **Yellow = fun**

Text should be clear, spaced,
and easy to read.

Layout & Images: Create Focus.
Place important elements where your eyes
naturally look first (usually the top or centre).

LESS IS MORE

**Good design
isn't crowded.**

Leave breathing room.
Keep it simple.

DON'T BE SCARED

Ask someone for feedback. What stands out? What's confusing? **OR**
Start fresh if it's not working — every version teaches you something.

Pro designers tweak things all the time. It's how good work becomes great!