

Designed to Succeed Summary

Graphic design is a powerful way to make your business stand out from the competition. A well-crafted image actually saves you money, because when an image is easy to remember and it really communicates, you will have more impact for less effort. Carefully monitor everything your company produces to be sure that it meets your graphic standards, and your company will communicate the message that it “has its act together.”

The PLUS System for evaluating graphic design

PURPOSE

1. Who is the audience? Are they being reached? Define the demographic by age, sex, education level. What need do they want to fulfill? Decide how to best reach the audience.
2. Does anything about the design get in the way of reaching the intended audience?
3. Is there a clear vision?

LONGEVITY

Look at the design:

1. Is it trendy? Classic? How long might it need to be used?
2. Can you see the design? Does it stand out enough?

UNITY

1. Are the colors either harmonious or purposely jarring? Are they consistent?
2. Are the shapes pleasing? Easy to understand close up and at a distance?
3. Look at the positive and negative space. Positive space is the space that has printing or an image. Negative space is the white space in between letters or shapes. Is everything telling the story you want told?
4. In the case of a logo, do all of the elements “read” together? It’s important that all elements of a logo be legible when reduced in size.

SKILL

1. Judge the execution of the artwork. Is it neat? Clear?
2. Check the readability. Design is about communication. Is the type too small? Is it in a color that is hard to read? Is it in all capital letters?
3. Do things line up? If two or more items are close to being lined up either vertically or horizontally, they should be aligned, or they look like a mistake. Good design looks purposeful not random.

PAMELA ZUREK BIO

Pamela Zurek has been an award-winning graphic designer for nearly 20 years. She owns Zurek Design, based in Easton, Pennsylvania.

Zurek Design’s clients include businesses of all sizes and kinds, colleges and universities, and profit and not-for-profit organizations. For companies who need to communicate their message, Zurek Design is the graphic design studio that offers award-winning print and web design that makes their audience say “Wow!”

For more information, contact Zurek Design at 610-253-0512, or email pamela@zurekdesign.com.