HOW TO CREATE CHEAP LOOKING BAD DESIGNS

THIS IS WHAT A BAD DESIGN LOOKS LIKE

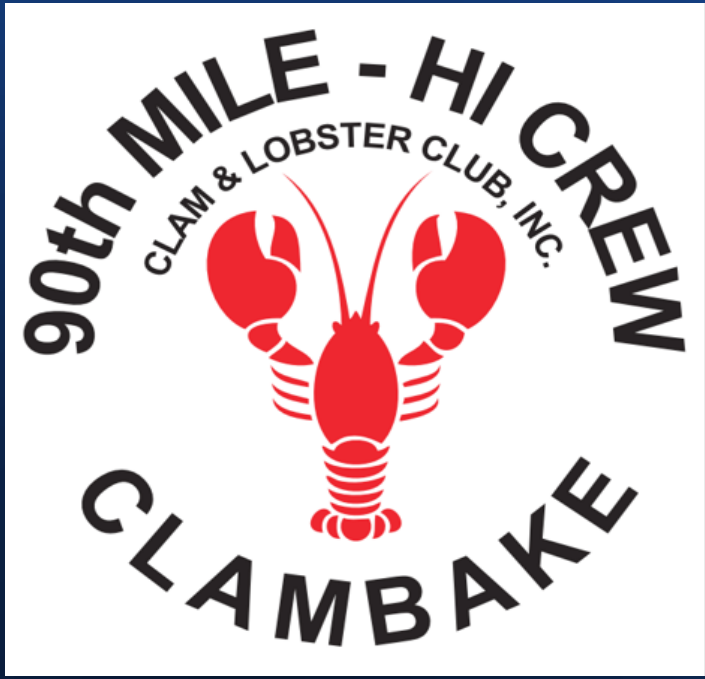
IT IS UNBALANCED AND POORLY DONE
IT HAS NO CONSISTENT STRUCTURE
IT HAS NO CONSISTENT FONT STYLING
IT IS CONFUSING AND UNAPPEALING
AND MOST IMPORTANTLY, IT IS USING A GENERIC STOCK IMAGE THAT WAS THEN DISTORTED TO BE FORCED INTO LIMITED SPACE DEFINED BY POOR TEXT LAYOUT

THIS IS AN EXAMPLE OF WHAT “NOT” TO DO WHEN CREATING QUALITY ORIGINAL GRAPHIC DESIGN CONTENT

A BRIEF LOOK INTO IMPROPER GRAPHIC DESIGN TECHNIQUES BY TheAtomicFly

HOW TO CREATE CHEAP LOOKING BAD DESIGNS

SPEND 5 MINUTES SOURCING GENERIC CLIPART AND THEN RESIZE IT WITHOUT ANY ARTISTIC CONCERN FOR DISTORTING THE IMAGE

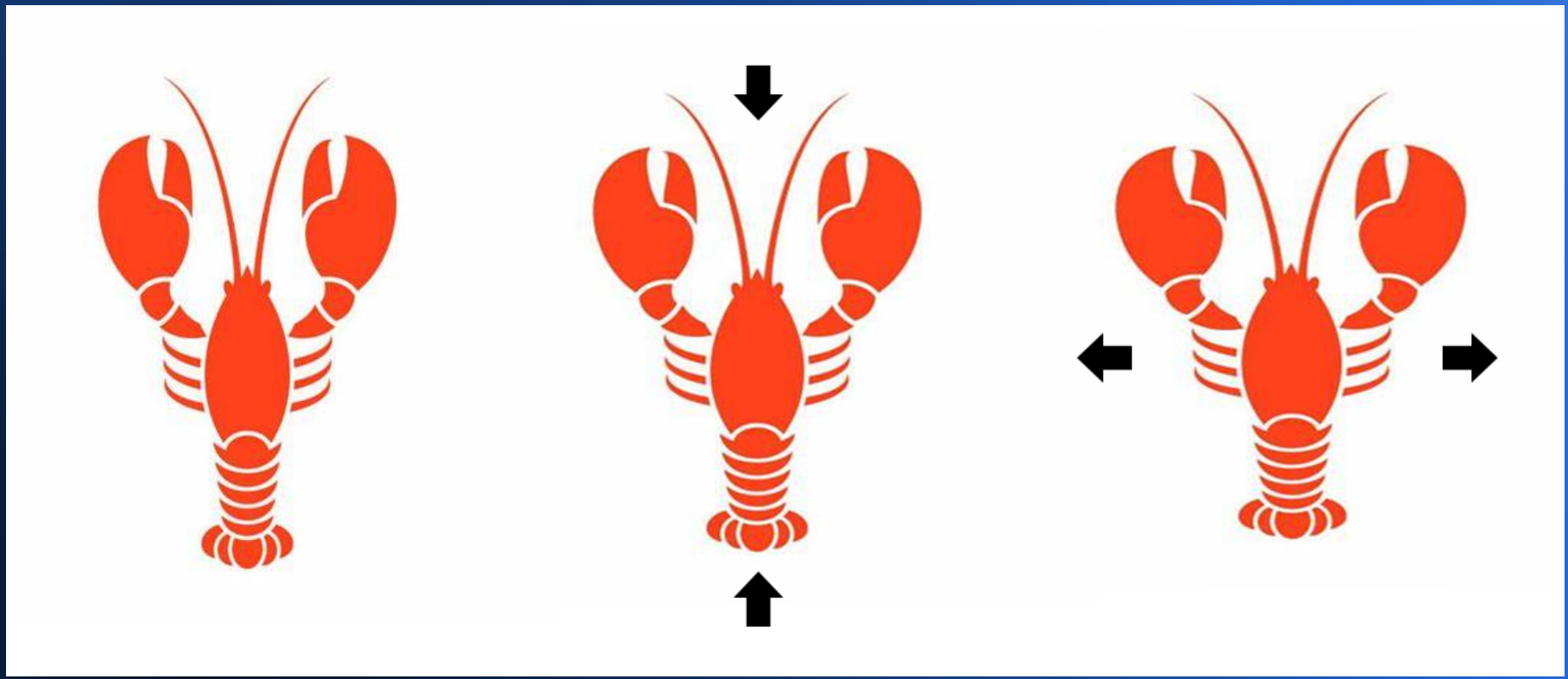


YOU WOULD THINK THAT IT WOULD BE EASY TO COPY AND PASTE EXISTING CLIPART BUT THE FIRST MISTAKE IS TO DISTORT THE IMAGE

A BRIEF LOOK INTO IMPROPER GRAPHIC DESIGN TECHNIQUES BY TheAtomicFly

HOW TO CREATE CHEAP LOOKING BAD DESIGNS

DISTORTION OF ORIGINAL BASE IMAGE (left to right) WITH VERTICAL SCALE REDUCTION AND HORIZONTAL SCALE INCREASE IS WRONG. EITHER THE IMAGE SHOULD BE ROTATED OR THE TEXT RING SHOULD BE ALTERED



HOW TO CREATE CHEAP LOOKING BAD DESIGNS

THE REASONS WHY THIS IS A BAD DESIGN

THE TEXT IS UNAPPEALING & CONFUSING
THE FONT SIZE INCONSISTENT – LARGE OUTER RING AND FAR TOO SMALL TEXT INNER RING. NOTICE THE SPACING AND HOW IT DEFINES THE LAYOUT RATHER THAN THE LAYOUT DEFINING THE SPACING

MISSPELLED AND MISPLACED WORDS TO ACCOMMODATE POORLY THOUGHT OUT LAYOUT THAT LIMITS THE AESTHETIC, COMMUNICATION AND OVERALL FORM

THIS IS AN EXAMPLE OF WHAT NOT TO DO IN A GRAPHIC DESIGN LAYOUT

A BRIEF LOOK INTO IMPROPER GRAPHIC DESIGN TECHNIQUES BY TheAtomicFly

HOW TO CREATE CHEAP LOOKING BAD DESIGNS

THIS IS WHAT GOOD DESIGN LOOKS LIKE

THE TEXT IS SYMMETRICAL AND CREATES A FULL CIRCLE. THE INNER RING FONT & STYLE COMPLIMENTS THE OUTER TEXT

FONT STYLES SHOULD BE THE SAME AND PROPORTIONAL TO THE LAYOUT

EVEN THOUGH GENERIC CLIPART IS BEING USED, IT IS NOT BEING DISTORTED TO FIT WITHIN A POORLY DESIGNED LAYOUT

THE DESIGN ACCOMPLISHES THE SAME GOALS BUT IS STRUCTURALLY CORRECT

A BRIEF LOOK INTO IMPROPER GRAPHIC DESIGN TECHNIQUES BY TheAtomicFly