DESIGN**CHECKLIST**

— What's the concept?

— How have other people tackled?

— What are the adjectives?

— What are the visual elements?

     1.
     2.
     3.
     4.

— What's the photographic style?

— What's the color palette?

Design Elements to Consider	Typographic Ideas to Consider
Scale	*Different colors*
Orientation	*Put a box behind it*
White Space	*Fit it into an object*
Hierarchy	*Let it disappear behind an object*
Grid	*Draw it by hand*
Layers	*Make 3D*
Pattern	*Mix bold with regular*
Contrast	*Overlap*
Repetition	*Fit like a jigsaw puzzle*
Alignment	*Put on a slant*
Proximity	*Letterspace for alignment*
Color	*Mix serif with sans serif*
Rules	*All lower case*
Weight	*Cut out a piece of a letter*
	Reverse a letter

— Is there a place for the eye to rest?

— What's the second look?