

Design Critique Cheatsheet

Simple ways to evaluate a design.

Just like they teach in design school, only about \$40,000 cheaper.

A free preview of the upcoming eBook, *Bootstrapping Design*.
<http://BootstrappingDesign.com>

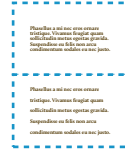
1. **Readability.** Clear enough your grandma could read it without her magnifying glass.



Size

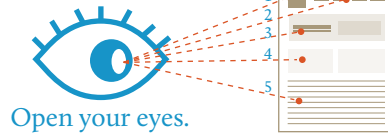


Contrast



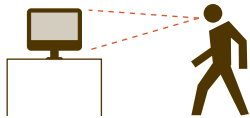
Spacing

2. **Hierarchy.** Guide the user through page elements in order of importance.



Where did you look first?
Second?

3. **Composition & Balance.** Feng shui for your <div>'s and <p>'s.



View from 5 feet away.

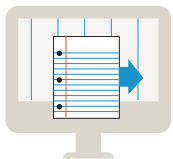


View from 10 feet away.



View upside down.

4. **Grid.** Get in line or get out.



Hold a piece of paper up to the screen. Move it left to right. Do elements line up to the vertical gridlines formed by the edge of the paper?

5. **Comparison.** How does your work stack up against something you know is awesome?



Does it suck?

OMFG!
Seaux awesome.

Learn more in the upcoming eBook

Bootstrapping Design

Roll your own design.

Learn easy design strategies to attract more users and help your business succeed.

If you haven't already,

Visit <http://BootstrappingDesign.com> to get notified when it's ready.