

# Design for *the bite-sized version* Non-designers

## Step 1: Plan

- » **Who am I talking to?** This helps you figure out how and where you talk to your audience. E.g. Is this social post better as a short video or a blog article?
- » **What am I trying to say?** This gives clarity to your message, one core thought for your audience to clearly understand
- » **Why am I saying it?** What do you want people to think, feel, and do? What's the end goal of this communication?

## Step 2: Design

- » **Layout:** Use your earlier planning. What needs to stand out? How can you break up chunks of text? And don't forget to K.I.S.S. (Keep It Simple, Silly)
- » **Imagery:** Visuals are processed quicker than words. How can you use imagery like icons, illustrations or photography to support your message?
- » **CTA:** Keep the conversation going. Tell them what to do next. It could be a button or a leading question.
- » **Branding:** Adding the 'you': colours, fonts and tone of voice. This makes your content consistent, recognisable and builds trust with your audience.

## Step 3: Trust your gut

**Does it feel right?** We all design, from choosing what to wear to composing a text. We also spend every day surrounded by media so you know what works when you see what gets your attention. Deep down, you know what looks good. Remember, you're the expert at what you do and know your audience the best. Test it, ask a friend or sleep on it and trust your gut.

## Still need a hand?

From templates to training – I've got your back.  
Book a chat with me at [ajpcreative.co.uk](https://ajpcreative.co.uk)

*call me, maybe?*

**ajp**  
creative