

200 Ideas for Designers

1. Make it bigger.
2. Make it smaller.
3. Make it huge.
4. Make it tiny.
5. Make it glow.
6. Make it dark.
7. Make it light.
8. Increase the leading.
9. Decrease the leading.
10. Increase the kerning.
11. Decrease the kerning.
12. Put it in a box.
13. Take it out of the box.
14. Make the box a circle.
15. Round the corners.
16. Put sex appeal into it.
17. Make it family-friendly.
18. Bend it.
19. Tilt it.
20. Mask it.
21. Make it symmetrical.
22. Make it asymmetrical.
23. Sharpen it.
24. Give it a border.
25. Outline the type.
26. Change the font.
27. Use a script font.
28. Give it a shadow.
29. Turn it on its side.
30. Take a walk.
31. Turn it upside down.
32. Give it a reflection.
33. Make the type on a curve.
34. Give it more white space.
35. Reverse it.
36. Put it on a black background.
37. Get rid of the background.
38. Add a photo.
39. Add lines.
40. Frame it.
41. Empty it.
42. Spread it out.
43. Liquefy it.
44. Jellify it.
45. Harden it.
46. Soften it.
47. Delete the photos.
48. Use a gradient.
49. Mix font weights.
50. Make it red.
51. Add a touch of neon.
52. Repeat it to make a pattern.
53. Use type to make an illustration.
54. Draw it by hand.
55. Paint it.
56. Take a deep breath.
57. Make it cold.
58. Make it hot.
59. Give it stripes.
60. Give it polka dots.
61. Vaporize it.
62. Make it funny.
63. Make it satirical.
64. Use short copy.
65. Use long copy.
66. Wrap it.
67. Fold it. Make it short.
68. Make it tall.
69. Use an extended font.
70. Use a condensed font.
71. Make it longer.
72. Make it shorter.
73. Add more contrast.
74. Put it to music.
75. Silence it.
76. Make it 3-dimensional.
77. Animate it.
78. Give it texture.
79. Look out the window.
80. Make it romantic.
81. Make it look old-fashioned.
82. Make it look futuristic.
83. Wet it.
84. Dry it.
85. Get it dirty.
86. Keep it clean.
87. Freeze it.
88. Make it seasonal.
89. Cut it out.
90. Glue it together.
91. Give it depth.
92. Turn it into graffiti.
93. Be literal.
94. Use symbolism.
95. Make it stronger.
96. Be figurative.
97. Make it scented.
98. Make it appeal to children.
99. Make it appeal to women.
100. Make it appeal to men.
101. Lower the price.
102. Make it all-inclusive.
103. Make it exclusive.
104. Change the transparency.
105. Glamorize it.
106. Make it down-to-earth.
107. Make it portable.
108. Use food.
109. Italicize it.
110. Make it uppercase.
111. Make it lowercase.
112. Free associate.
113. Use small caps.
114. Make it sparkle.
115. Make it heavy.
116. Run a contest.
117. Raise it.
118. Lower it.
119. Divide.
120. Understate.
121. Exaggerate.
122. Use the obvious.
123. Rearrange the elements.
124. Combine.
125. Speed it up.
126. Slow it down.
127. Break it.
128. Tie it up.
129. Use real people.
130. Use dotted lines.
131. Use dashes.
132. Ask someone's opinion.
133. Crumple it.
134. Tie it in a knot.
135. Tie it in a bow.
136. Put it in the sun.
137. Put it in the shade.
138. Extend it beyond borders.
139. Bury it in the sand.
140. Add snow.
141. Don't use a computer.
142. Flip it.
143. Curl it.
144. Zip it up.
145. Throw it away and start over.
146. Go back to the original.
147. Give it more volume.
148. Slim it down.
149. Add a flavor.
150. Burn it.
151. Add a burst.
152. Add a sidebar.
153. Overstate it.
154. Understate it.
155. Make it '80s.
156. Make it art deco.
157. Make it eco-friendly.
158. Make it fuel-efficient.
159. Spin it.
160. Hang it.
161. Take a photo of the type.
162. Use scraps.
163. Doodle on it.
164. Make it fuzzy.
165. Find shapes in nature.
166. Scan random objects.
167. Combine unrelated objects.
168. Spill something on it.
169. Plant it.
170. Watch it grow.
171. Fertilize it. Make it purple.
172. Only spend 5 minutes on it.
173. Spend 5 days on it.
174. Make patterns out of type.
175. Make it metallic.
176. Blur it.
177. Warp its shape.
178. Photocopy it.
179. Enter it in a contest.
180. Add stars.
181. Add movie stars.
182. Turn it into origami.
183. Emphasize unimportant elements.
184. Make it sentimental.
185. Draw on past experience.
186. Unplug it.
187. Ugly it up.
188. Scribble.
189. Use an ugly font in a new way.
190. Keep it simple.
191. Add more complexity.
192. Use an inappropriate color.
193. Make it absurd.
194. Use only one font.
195. Make it black & white.
196. Mute the colors.
197. Oversaturate colors.
198. Be serious.
199. Have fun.
200. Enjoy!