



5 Design Tips for Recovery Outreach



Know your audience and channels.

Determine **who** you're creating the materials for and **what** content you want to provide. Consider what channels will be most effective to share your message. Ask peers, colleagues, and potential audience members to review your work before publishing. One helpful resource to understand your audience is www.designkit.org/methods/define-your-audience.html.



Create an information hierarchy.

Establish a **focal point** for your design: where do you want the viewer's eye to go first? (Often the title). Make this prominent to help them know what the material is about. Then, **organize** your information in a logical sequence: use **size**, **color**, and **placement** to guide the reader's eye and emphasize key messages. Learn how at www.canva.com/learn/visual-hierarchy.



Clearly denote sections of information.

Use **white space** between different pieces of information to help the viewer know when they are moving to a new idea. Dividers and images help **separate ideas** and break up information. No need to cram a ton of information in one space—it's less effective for your message! Read more at hsph.harvard.edu/research/health-communication/resources/graphic-design-tips.



Make your design accessible.

Check the **color contrast** of text against colors using an online tool like WebAIM, Coolers.co, or AccessibleWeb.com, ensuring your content is legible for people with different screens and vision abilities. On websites, use **alternative text** on images so people with vision impairment can better understand the page's content. Read more accessibility guidelines at digital.gov/guides.



Use images and graphics with intention.

Keep images and graphics **simple** and don't include distracting details. Include people's faces for a **human-centered** design. Aim to keep images **realistic** and not too abstract. Place visuals near the text they relate to. Learn more at guides.lib.unc.edu/posters/design/graphics.