You may be asking yourself, “If the message is the most significant part of a communication, why bother with design?” A well-planned and relevant design sets your work apart from others and it gets people to read your message. Just as people may be judged by their appearance, a publication may be judged by its design.

Design also helps organize ideas so the reader can find information quickly and easily. Whether you are creating a business flier, letterhead, or newsletter, anything you create will look more attractive, more professional, and more convincing if you take a little extra time to design it.

When designing a document, you need to consider many factors:

**What is the intent of the document?**

**Who is the intended audience?**

**What is the feeling the document is meant to elicit?**

**What is the most important information and how can it be emphasized?**

**What different types of information are to be presented and how can these elements be distinguished and kept internally consistent?**

**How much space is available?**

**How is the document going to be distributed?**

Answering these questions will help you determine the design and layout of your communication.