What Were these Designers Thinking?

Lina Davis

Too Many Typefaces
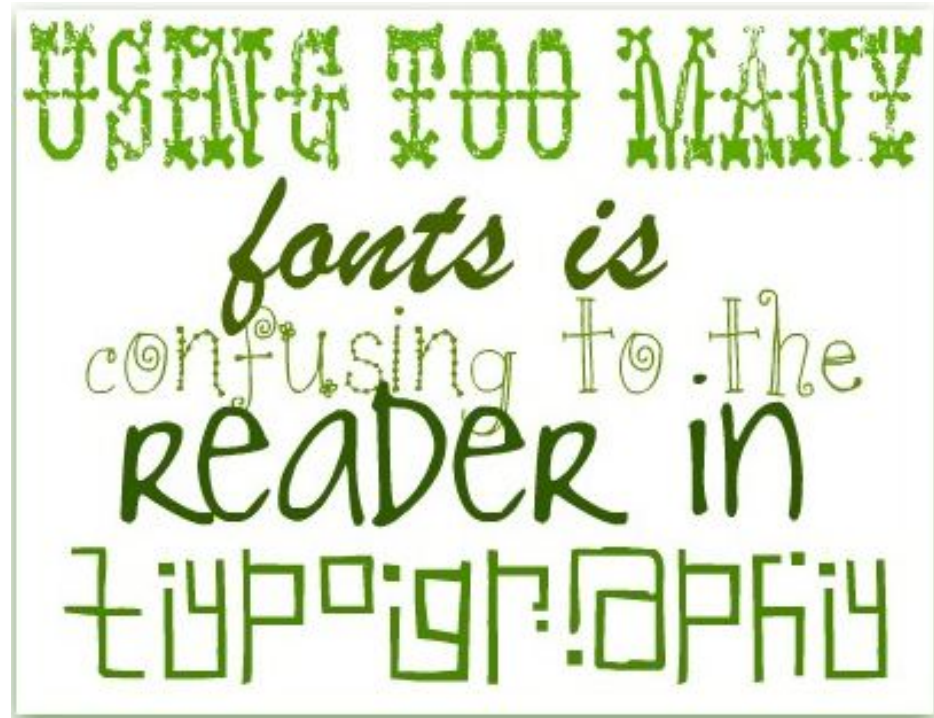
Using so many typefaces and different styles of fonts, it makes the flow of the type confusing and look unprofessional.

Using **Too** Many Fonts is **bad**, *really* **bad**.

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Oh dear.
When you use ***too many fonts*** see how they ALL FIGHT *for attention?*

USING TOO MANY fonts is confusing to the READER IN typography
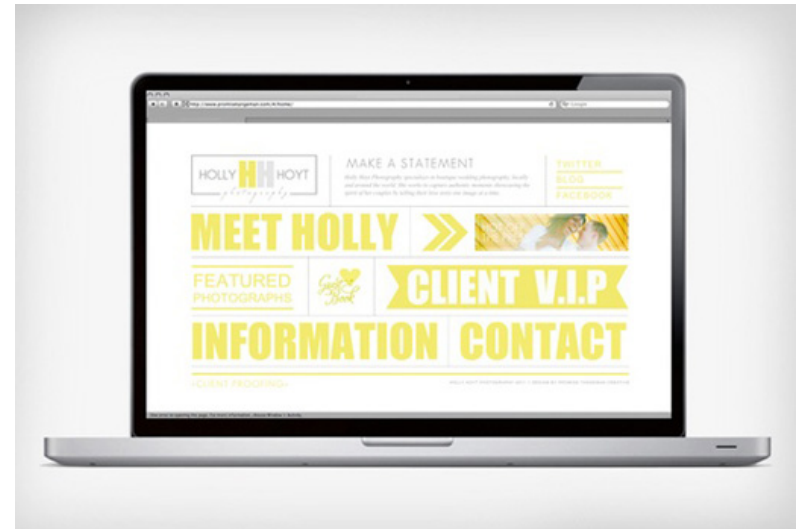
Terrible Spacing/Kerning

The spacing/kerning of the words and symbols are either too close together or they overlap causing misinterpreted meaning/words.

Bad Use of Color

Use of colors and type that clash are too bold, hard to read, or unprofessional looking, making the overall design look inexperienced.

Mr Reapers Funeral Services Price List

BAD CHOICE   BAD CHOICE   GOOD CHOICE

Overlapping Text

The use of overlapping text can be applied in an appropriate way but it can also be used in access and make designs and type to illegible and confusing.

Too Much Decorative Text

Using decorative text is fine for titles and headings but using it for paragraphs or overusing it makes designs and text look clustered.