**Typography**

The text in a design should be in a readable typeface and emphasized appropriately. Titles should look different than body text and important information should be distinguished.

**Important Heading**

Supporting Subheading

Lorem ipsum dolor sit amet, munere iracundia nam no.

10 Feb by Jane Doe

**Layout**

Grouped items should have equal spacing. Elements that break from your grid need so in a way that adds to the overall design. Relevant elements on the page should be aligned both vertically and horizontally. Utilize grids and guidelines to organize elements on the page.

**Hierarchy**

The hierarchy of the design emphasizes what elements are important and where users should focus. Good hierarchy helps to inform and guide users, communicates content relationships, and can create an emotional impact.

**Spelling & Grammar**

Well written text makes a website look professional and put together. Grammar and spelling mistakes should be fixed.

**Color**

Color helps express hierarchy, give meaning, establish a brand presence, and indicate element states. Color should add to the design not detract from it. Too many colors can be distracting. After determining your color scheme, colors are applied to the design in a consistent manner.