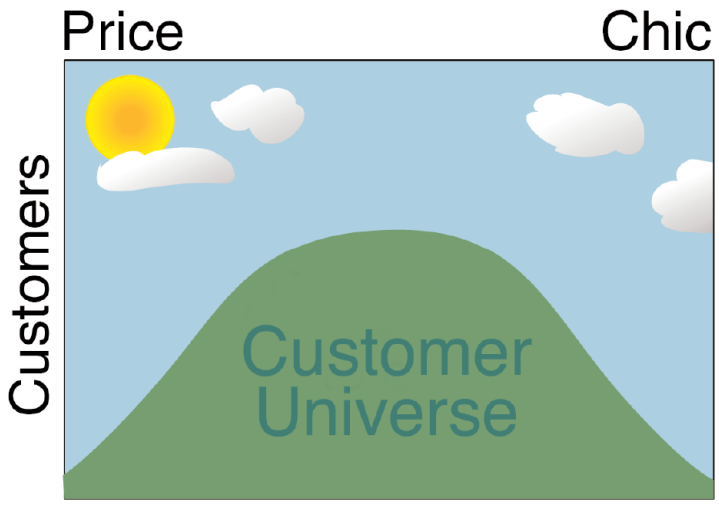
Visual Voodoo

THe DMA 87th Annual Conference New Orleans

1 Identify your audience.

What motivates your customer? Learn everything you can. (Your marketing department should have the information you need.)

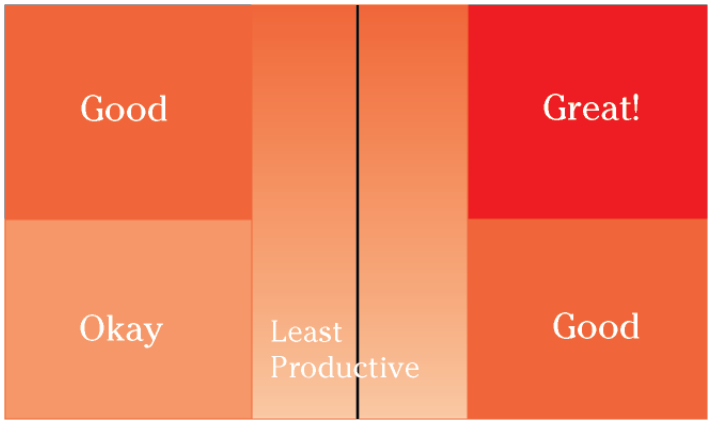


2 Improve pagination

Logical groupings, Catalog Flow, Space Allocation (Give more space to expensive and complicated items.), Pacing and visual markers (Think of it like music), Hot spots.

Catalog Flow

Hot Spots



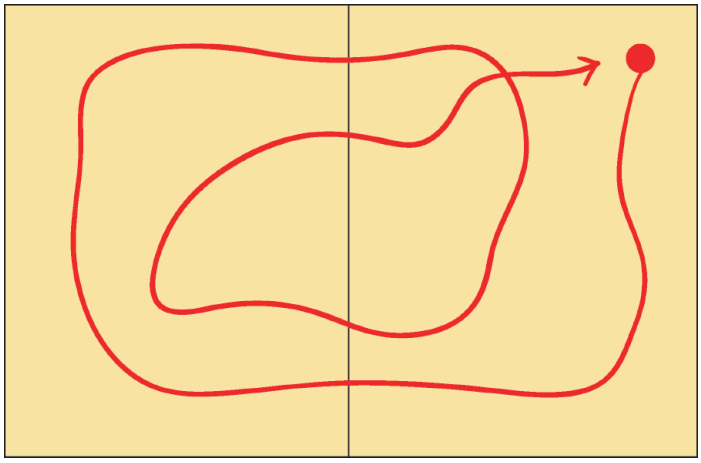
3 Look at your Type

Think of your type as the visualization of your copy voice. (Example: Hello) Does it look the way you want it to sound? (Example: Psst, want to save a lot of money? vs SAVE 50%)

4 Consider Eye Flow

Are they looking where you want them to look? Keep them on the page, Grids, Weight (squint), Tension points, Strange Attractors.

Strange Attractors: People, Magic words (Free, Save, New, Sale, Sex), Bright colors, Tension points (two angles coming together that draw the eye), Big Ugly Dots (They're ugly but they work.)



Catalog Design Studios

Thank You!

Call if you have questions.

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