USING GRAPHIC DESIGN and Visual Communication to Reach Your Audiences

Kendra Voris
kvoris@bmcc.edu

What is Graphic Design?

GRAPHIC DESIGN is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration.

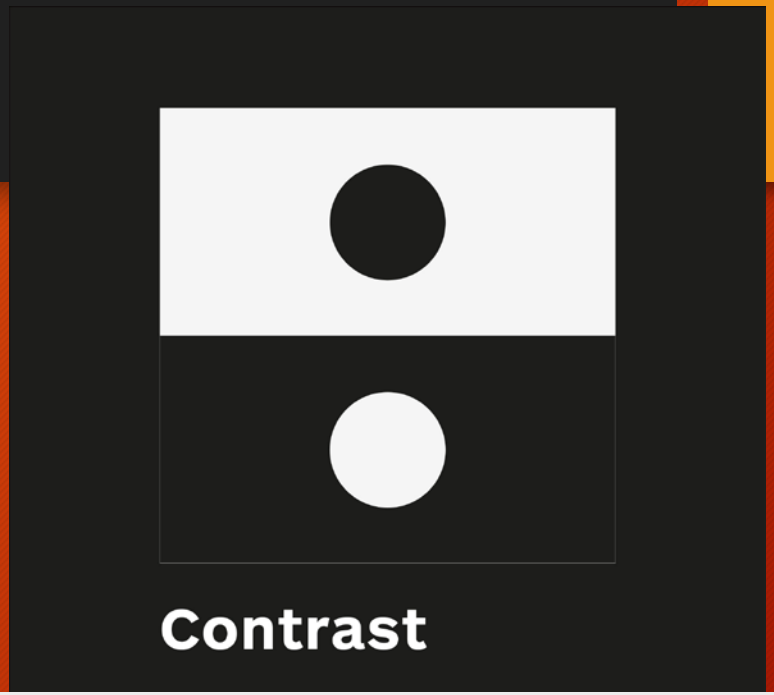
-Wikipedia

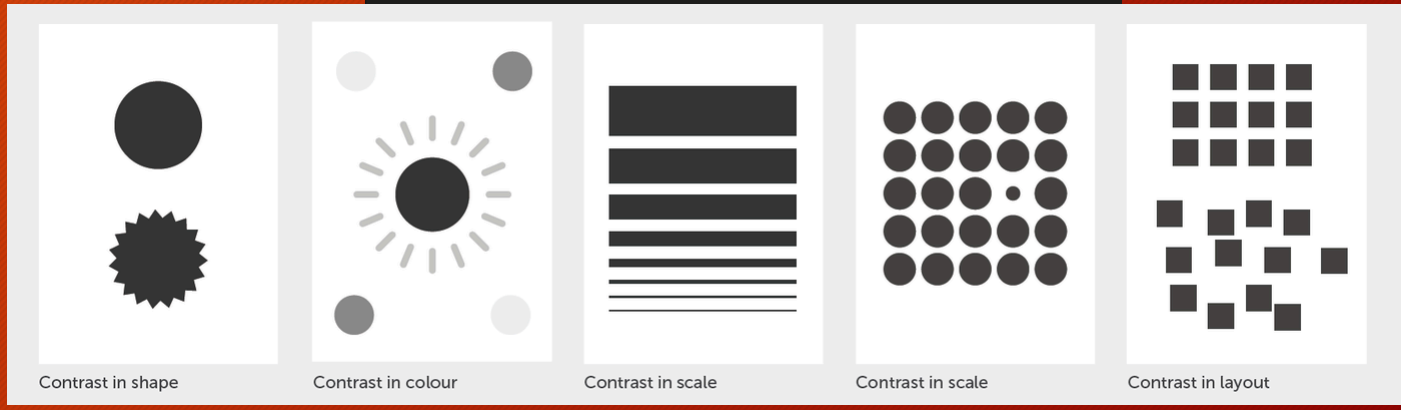
Design Principles

Contrast, Hierarchy, Balance, Scale & Proportion, Emphasis, Movement & Rhythm, Pattern, Unity

Contrast / Readability

- Contrast can be defined as a difference between two or more elements in a composition. The more difference between the elements, the easier they are to compare and comprehend.





BAD ✕

GOOD ✓

LOREM

BAD CHOICE

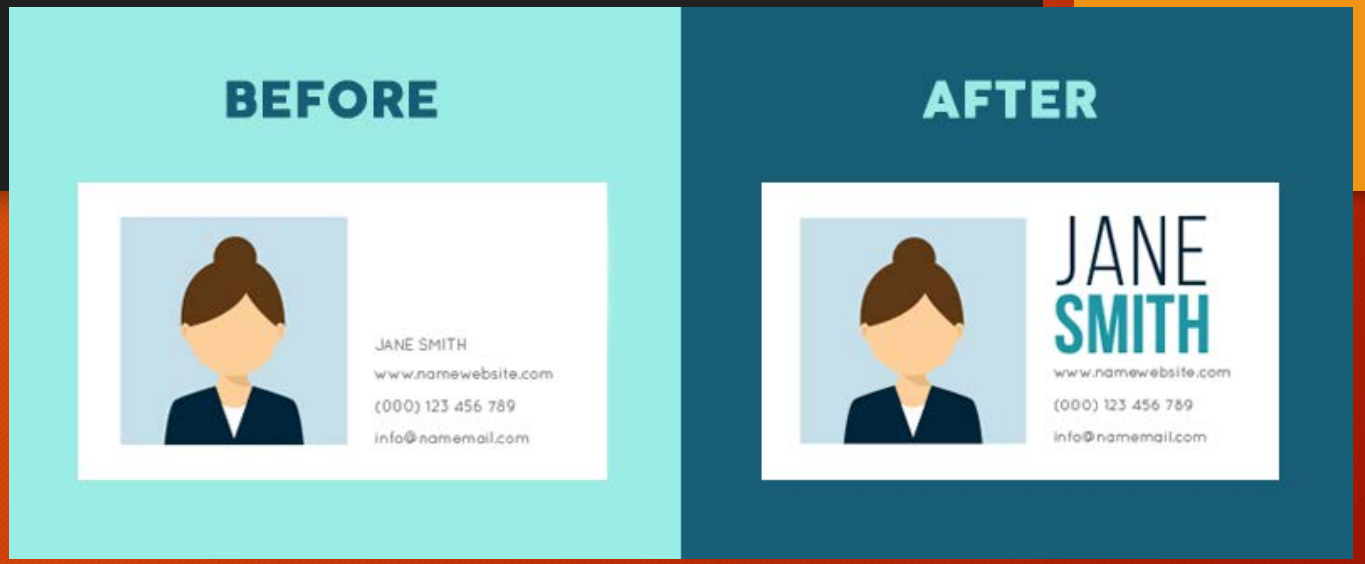
BAD CHOICE

GOOD CHOICE

MAD MEN

Hierarchy

- **Hierarchy** is the control of visual information in an arrangement or presentation to imply importance. **Hierarchy** influences the order in which the human eye perceives what it sees



An Exhibition Celebrating the Heroes of the RNLI

SAVING LIVES *at* SEA

National Maritime Museum Cornwall

September 28th 2012 – April 10th 2013

Launch Event:

7.30pm on 28th September 2012
Event Square, Falmouth
Tickets £25

Keynote Lectures:

One Extraordinary Week in October
James Instance
Manager of the Falmouth Coastguard Rescue Centre
6.30pm on 1st October 2012
In the Learning Centre
Lecture £10 (Members £8)

Search & Rescue in Pictures, Words & Deeds
Andy Watts
Lieutenant Commander in the Royal Air Force
8.30pm on 6th November 2012
In the Lecture Theatre
Lecture £12 (Members £10)

Pulling & Sailing Lifeboats in Cornwall
Tony Rawlyn
Vice Chairman of the SW Maritime & History Society
6.30pm on 3rd December 2012
In the Lecture Theatre
Lecture £8 (Members £7)

National Maritime Museum
Discovery Quay
Falmouth, Cornwall
TR11 3QY
Normal entry times & prices apply

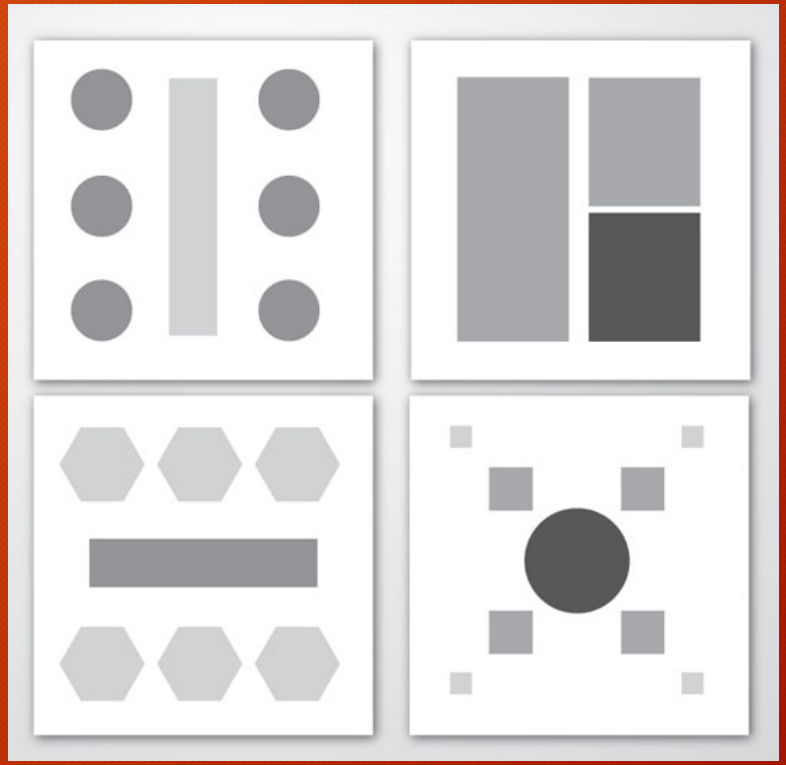
Director: Jonathan Griffin
Email: Enquiries@nmmc.co.uk
Telephone: 01326 313388
Fax: 01326 317878

Open daily 10am – 5pm
Except Christmas & Boxing Day

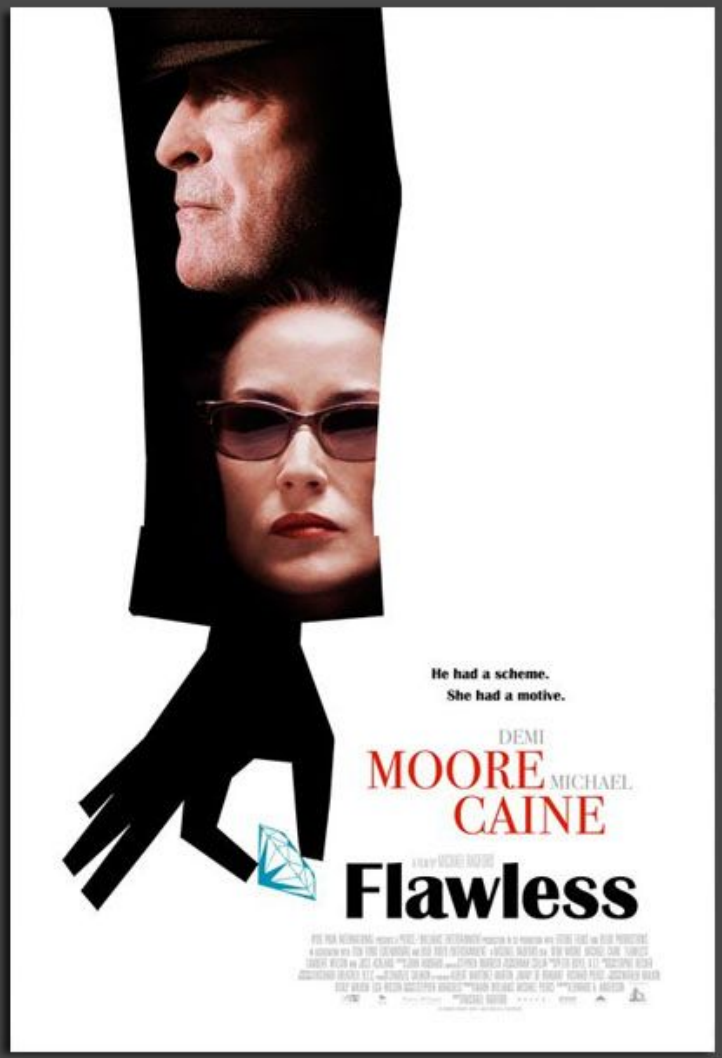
NMMC is a registered charity
Charity number 1067004

Balance

- **Balance** is the distribution of the visual weight of objects, colors, texture, and space.



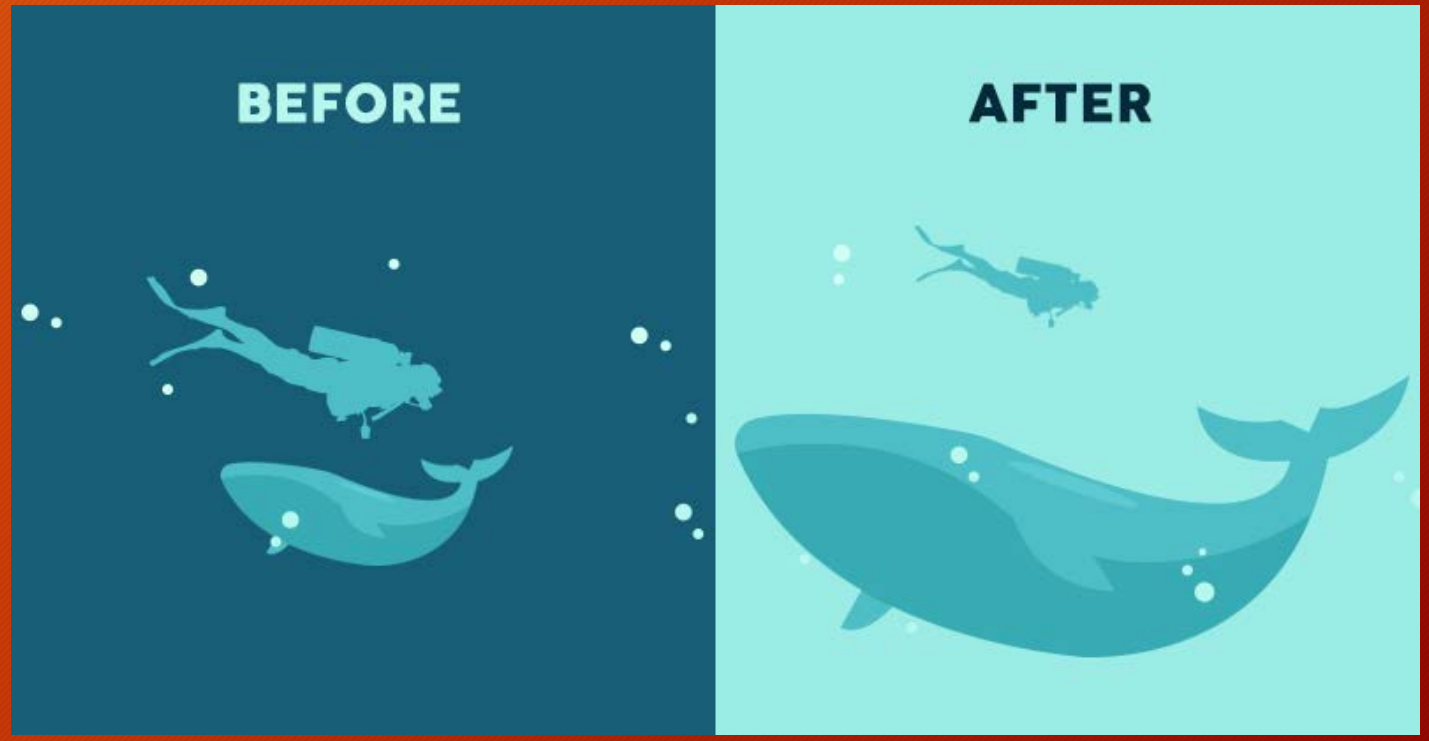
Symmetrical Balance

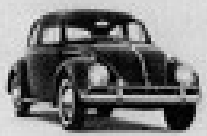


Asymmetrical Balance

Scale & Proportion

- *Scale* refers to the relative size of a *design* element in comparison to another element.





Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or rocking up 40,000 miles on a set of tires.

That's because once you get used to some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.

Free & Easy Programs to Create Visual Communications

Unsplash

- Unsplash is a website with beautiful, free images and photos that you can download and use for any project. The images are large and high quality for print materials. All the images on this site are customer created and donated for public use.

- https://unsplash.com/

Adobe Spark Post

- *Adobe Spark* is an online and mobile design app. Easily create stunning social graphics, short videos, and web pages that make you stand out on social and print materials

- https://spark.adobe.com/

Canva

- Canva is a graphic design platform that allows users to create social media graphics, presentations, posters, documents and other visual content. Users can choose from many professional designed templates, and edit the designs and upload their own photos through a drag and drop interface.

- https://www.canva.com/

Breakouts

Your Task

- Choose one member of your breakout group (preferably one that already has an account) to be the editor for your project.
- Use either Canva (https://www.canva.com/) or Adobe Spark Post (https://spark.adobe.com/).
- Create a Flyer for an Event
- Choose a template
- Edit the text, colors, placement, objects
- Add an icon/element
- Share or Email final the me at kvoris@bmcc.edu

Think about the design principles and your message!

Choose 3 things that you want your audience to see right away, your secondary information should be smaller (hierarchy)

Consider readability – can your audience see your content if they walk by it, can they ready it up close? (Contrast)

Is it attention grabbing? Is it visually appealing? (Balance, Scale, Proportion)

Show your design

Social Media Tips

Tips

- Define your Goals
- Know your Target Audience
- Schedule posts in advance
- Find out what's Trending
- Use #hastags
- Be Consistent
- Use images with your posts to grab attention
- Plan your content
- Use programs like Hootsuite, Buffer, etc.
- Analyze your posts results
- Interact with your audience (ask questions, reply, call for action)
- Giveaways! Have your audience, like, share and comment to be entered into a prize. Everyone likes free stuff.
- Link Social Media together (Facebook, Instagram, Twitter, Youtube)

Questions?

kvoris@bmcc.edu

Other Tools To Check Out

Content Creating Tools

- Canva: https://www.canva.com/
- Adobe Spark Post: https://spark.adobe.com/
- Snappa: https://snappa.com/
- PicMonkey: https://www.picmonkey.com/
- Get Stencil: https://getstencil.com/

Photo/Icon & Photo Editing

- Unsplash: https://unsplash.com/
- Duotone Stock Photos: https://duotone.shapefactory.co/
- Photo Editing: https://www.befunky.com/
- Icons: https://www.flaticon.com/
- Icons: https://fontawesome.com/

Color Selection Tools

- https://pigment.shapefactory.co/
- Color Scheme Picker: https://coolors.co/
- https://color.adobe.com/create/color-wheel

Video Stock & Video Editor

- Free Video Stock: https://www.videvo.net/
- Free Video Stock: https://www.pexels.com/videos/
- Free Video Stock: https://www.lifeofvids.com/
- Video Editor: https://www.shotcut.org/