USING GRAPHIC DESIGN
and Visual Communication
to Reach Your Audiences

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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

BAD

BAD

GOOD

CHOICE

CHOICE

CHOICE

LOREM
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.
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 noisy menace. A couple of dozen college kids don't drive it. The gas station doesn't ask where the gas goes. Nobody even knows what it is. In fact, some people who drive our little flowers don't even think of it as the car they drive anymore. But when you squeeze into a small parking spot, or renew your small insurance policy, or pay a small repair bill, or trade it in for something new, you'll 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
• Define your Goals
• Know your Target Audience
• Schedule posts in advance
• Find out what’s Trending
• Use hashtags
• 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?

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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/