

Design hacks

**How to create visuals
when you're not a designer**

Hello!

I'm Beth Francesco.

I'm not a designer by title.

Visuals are everyone's job.



Today

Foundations

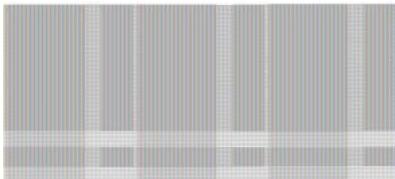
Tools

A few exercises

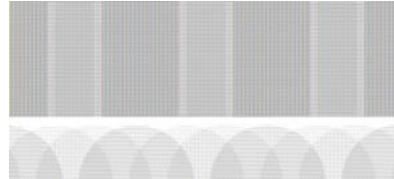
Questions

The basics

Design principles



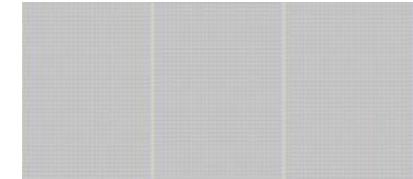
**Hierarchy
and emphasis**



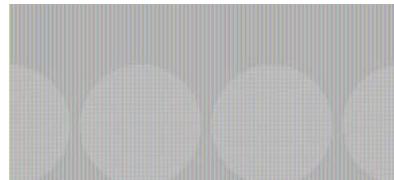
**Proximity
and grouping**



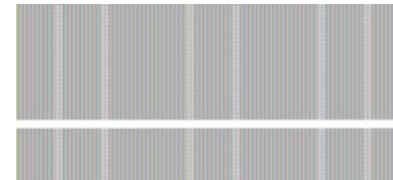
Alignment



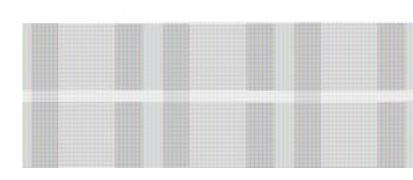
Contrast



Negative space



Repetition



Balance

The basics

Readability

- No smaller than 9 pt.
- Ask: Can other people read this?
- Consider ADA requirements
- Set reverse type larger than normal.

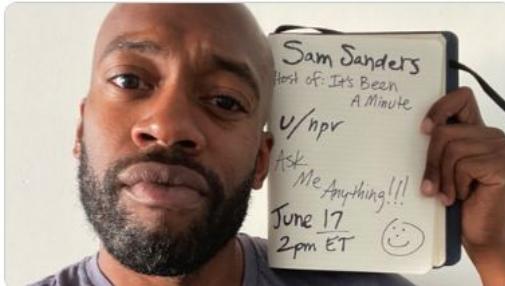


Home



NPR @NPR · 3 min

Join us tomorrow at 2 pm ET for a @reddit AMA with @samsanders host of @NPRItsBeenaMin. Asks Sam anything about interviewing, processing the news, and the state of the media industry.



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• Kelisa Wing Retweeted

teachertana906, NBCT @tanahoffman · 6 h

Join me on July 18th for a #WOCEDchat Virtual Summit as July 2020 marks a celebration of one year since @kelisa_j2teach and @tholmessutton began hosting their #wocedchat. They are what I call the expert others in my life that I lean on. I'm so grateful and blessed!



Who should attend the
#WOCEDChat
Virtual Summit,
VALUED, VALID, VITAL?

- Women of color.
- Those who care about women of color.
- Those who are raising or teaching young women of color.

OPEN TO ALL!

Michigan Office of Educator Excellence and 8 others



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The basics

Be concise

- Use only necessary words
- Avoid bad breaks
- Think easy vocabulary
- Utilize share text for more info



The basics

Photo quality

- Original image for resizing
- Placement
- Type on photo: do's and don'ts
- Singular focus image

The basics

Limit fonts

- Visual brand consistency
- No more than two
- Mobile reading

“

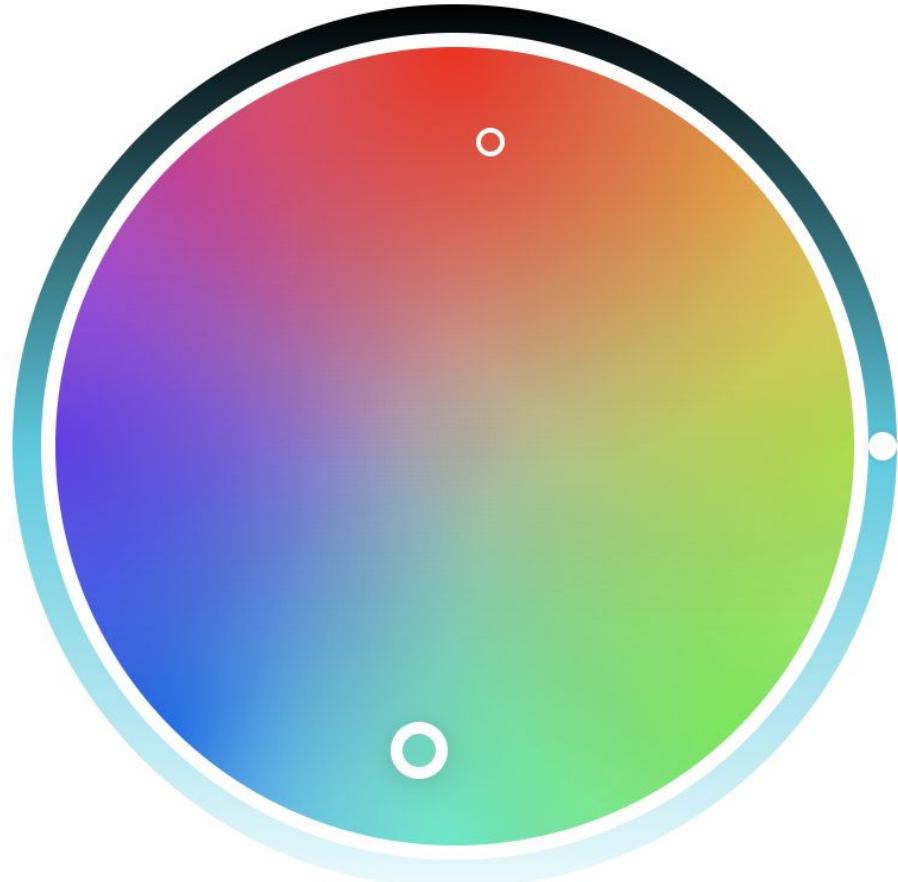
“PERFECTION is achieved not when
there is ***nothing more*** to add ...
*but when there is nothing left
to take away.*

ANTOINE DE SAINT-EXUPÉR

The basics

Limit colors

- Visual brand consistency
- Selection process
- Consider tone



The basics

Work within dimensions

Facebook	Twitter	Instagram	Other
Post: 940x788px Cover: 851x315px Event cover: 1920x1080px Ad: 1200x628px Video story: 1080x1920px	Post: 1024x512px Header: 1500x500px Ad: 1600x400px	Story: 1080x1920px Video story: 1080x1920px Post: 1080x1080px Ad: 1080x1080px	YouTube channel art: 2560x1440px Email header: 600x200

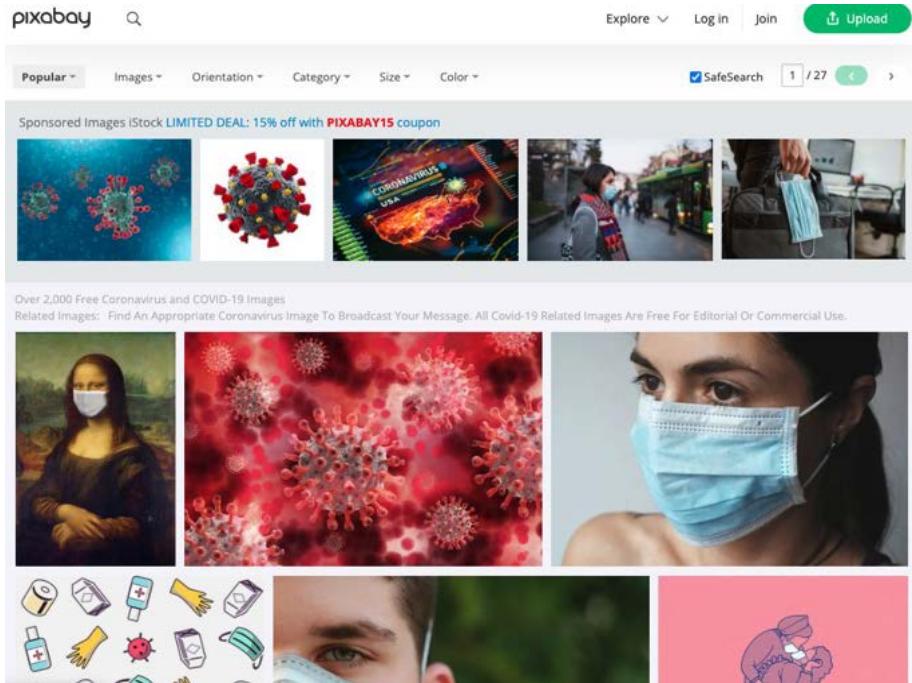
What matters

**Practicing purpose in every decision
(even when you are on deadline).**

Free tools

Stock images

- [Creative Commons](#)
- [Pexels](#) - [StockSnap](#)
- [Pixabay](#)
- [Freepik](#)



Pixabay.com

Free tools

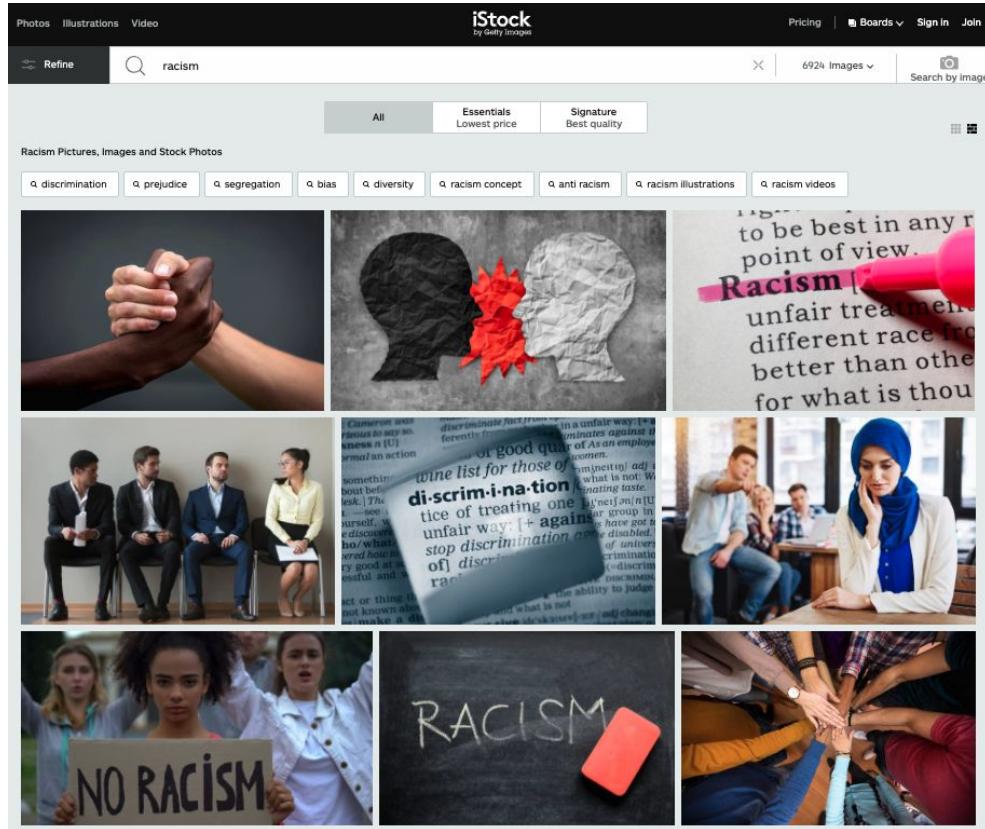
News and other images

- Ask for permission from copyright owner
- Use archives to build “stock” image library
- Look for partnerships in your community

Free tools

Stock images

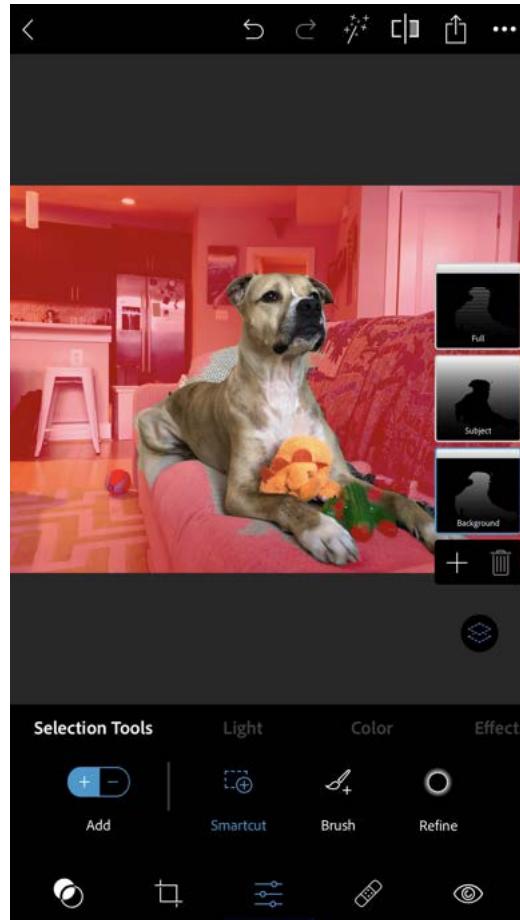
- [Shutterstock](#)
- [iStockphoto](#)
- [Adobe Stock](#)
- [VectorStock](#)



Free tools

Photo editors

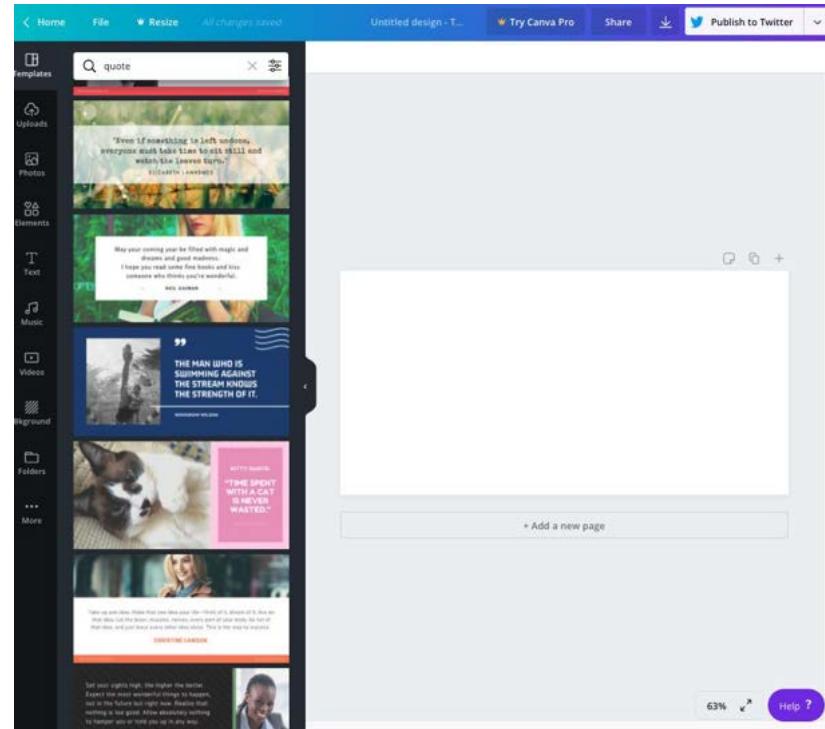
- [Adobe Photoshop Express](#)
- [Fotor](#)
- [Pixlr](#)
- [Resizing.app \(Chrome\)](#)



Free tools

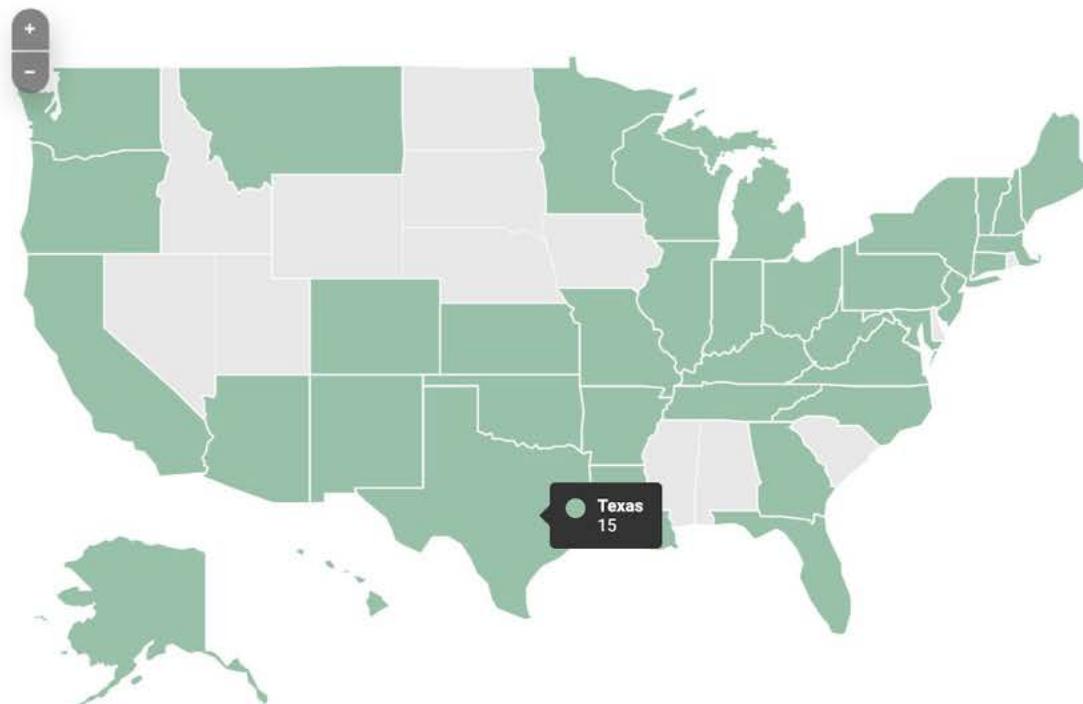
Design and graphics

- [Canva \(plus \[color palette generator\]\(#\)\)](#)
- [Crello](#)
- [Infogram](#)
- [Datawrapper](#)



Canva.com

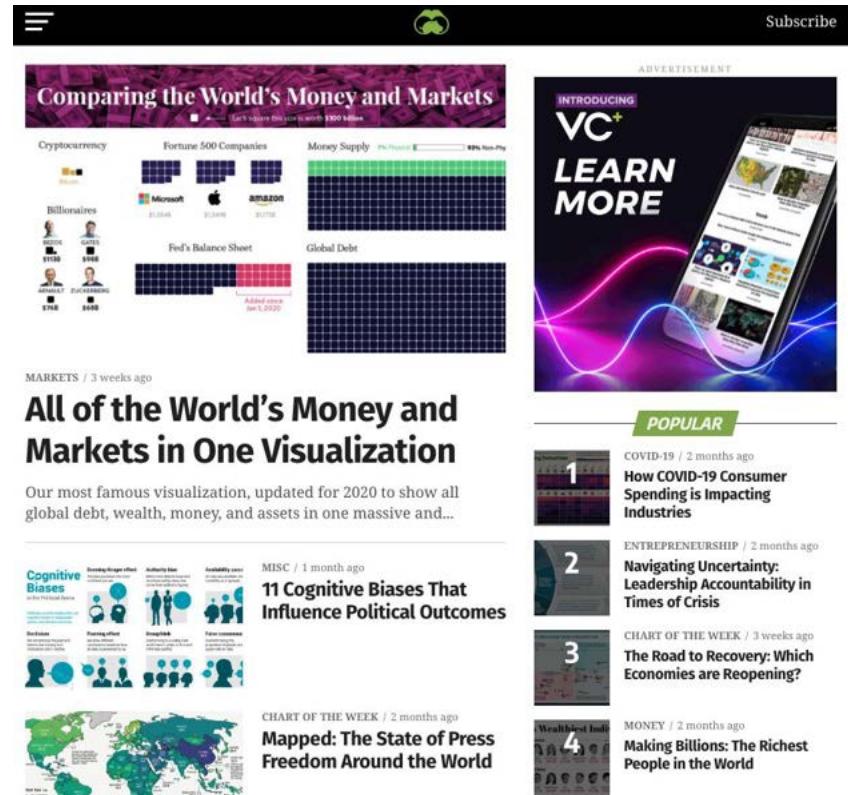
What state are you from?



Free tools

Inspiration

- [Visual Capitalist](#)
- [Pinterest](#)
- Save cool ideas with [Pocket](#)



The screenshot shows the homepage of Visual Capitalist. At the top, there's a navigation bar with a menu icon, a globe icon, and a 'Subscribe' button. Below the header is a large section titled 'Comparing the World's Money and Markets' with a subtitle 'Last updated January 2020' and a note 'Total market value is worth \$100 trillion'. This section includes several charts: 'Cryptocurrency' (with a small icon of a Bitcoin), 'Fortune 500 Companies' (with icons for Microsoft, Apple, and Amazon), 'Money Supply' (a bar chart showing 9% Physical vs 91% Non-Physical), 'Billionaires' (a chart showing Jeff Bezos, Bill Gates, and others), 'Fed's Balance Sheet' (a chart showing \$3.15 trillion), and 'Global Debt' (a large grid chart). Below these is a section titled 'MARKETS / 3 weeks ago' with the heading 'All of the World's Money and Markets in One Visualization'. The text below it reads: 'Our most famous visualization, updated for 2020 to show all global debt, wealth, money, and assets in one massive and...'. To the right of this is a vertical sidebar with a section titled 'POPULAR' containing four numbered items: 1. 'How COVID-19 Consumer Spending is Impacting Industries' (COVID-19 / 2 months ago), 2. 'Navigating Uncertainty: Leadership Accountability in Times of Crisis' (ENTREPRENEURSHIP / 2 months ago), 3. 'The Road to Recovery: Which Economies are Reopening?' (CHART OF THE WEEK / 3 weeks ago), and 4. 'Making Billions: The Richest People in the World' (MONEY / 2 months ago). At the bottom right is the website's URL: VisualCapitalist.com.

Practice

Build experience by doing

- Word association games
- Headline practice
- [Type Connection](#)
- [Hue Test](#)

Questions?

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