Design hacks

How to create visuals
when you're not a designer

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Hello!

I'm Beth Francesco.

I'm not a designer by title.

Visuals are everyone's job.

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Today

Foundations

Tools

A few exercises

Questions

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The basics — Design principles
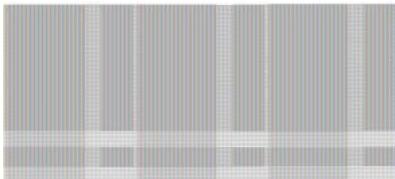
Hierarchy and emphasis
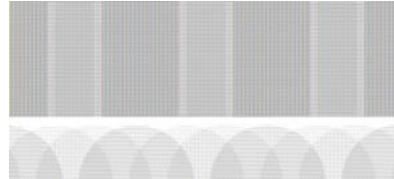
Proximity and grouping

Alignment
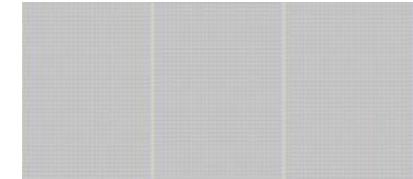
Contrast
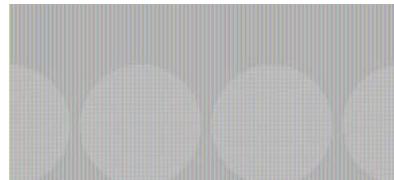
Negative space

Repetition

Balance

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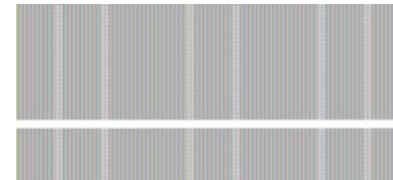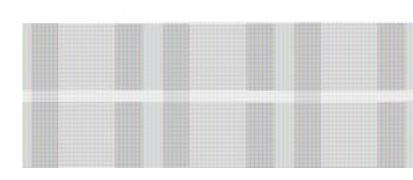
The basics

Readability

– No smaller than 9 pt.

– Ask: Can other people read this?

– Consider ADA requirements

– Set reverse type larger than normal.

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The basics

Be concise

– Use only necessary words

– Avoid bad breaks

– Think easy vocabulary

– Utilize share text for more info

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The basics

Photo quality

– Original image for resizing

– Placement

– Type on photo: do's and don'ts

– Singular focus image

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The basics

Limit fonts

– **Visual brand consistency**

– **No more than two**

– **Mobile reading**

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

ANTOINE DE SAINT-EXUPER

# The basics

Limit colors

– **Visual brand consistency**

– **Selection process**

– **Consider tone**

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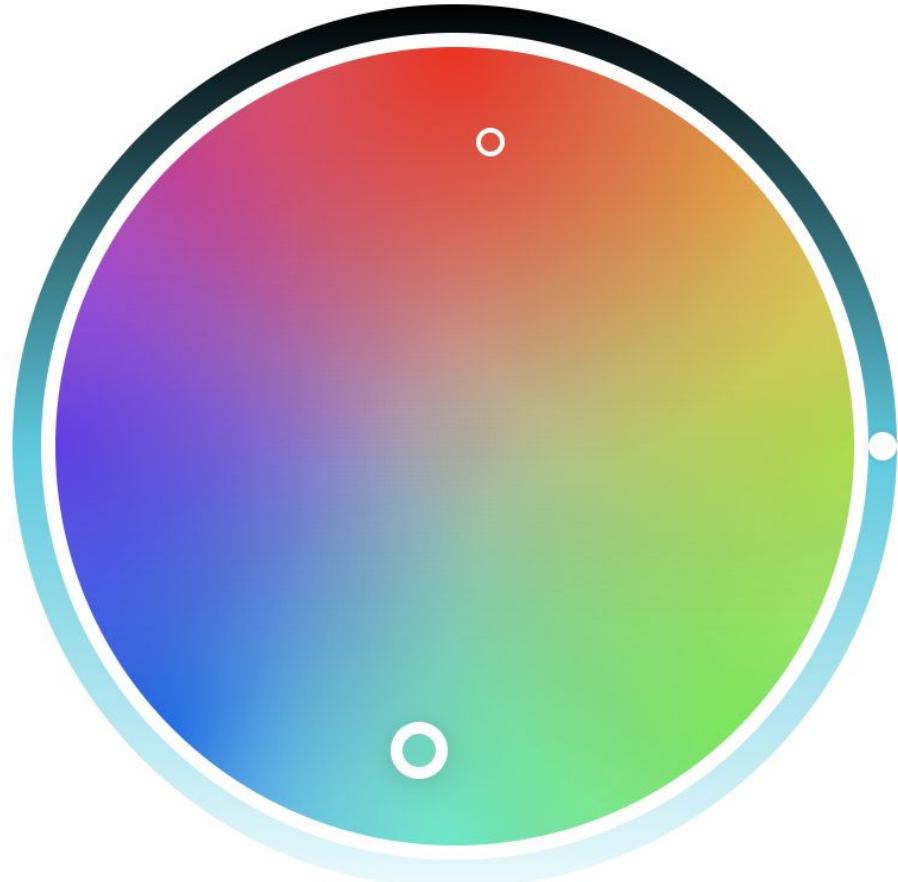
The basics

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

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Ask editors or your team leaders for dimensions for your CMS, print publications, and other products.

What matters

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

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Free tools

Stock images

– **Creative Commons**

– **Pexels**   – **StockSnap**

– **Pixabay**

– **Freepik**

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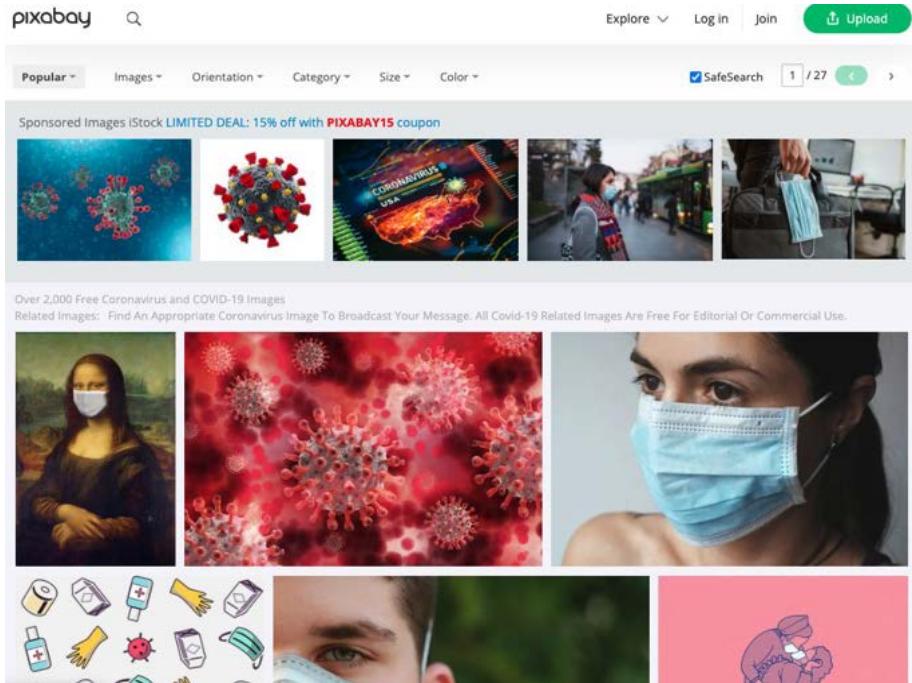
Pixabay.com

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

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~~Free~~ tools

Stock images

– **Shutterstock**

– **iStockphoto**

– **Adobe Stock**

– **VectorStock**

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iStockPhoto.com
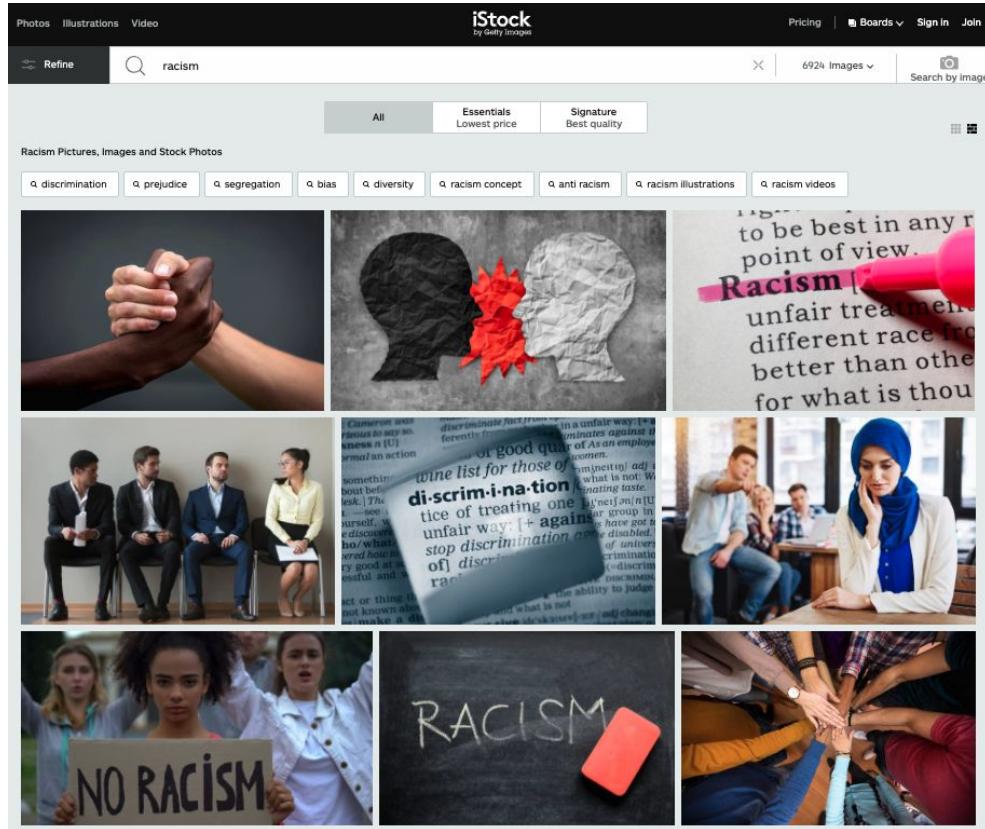
Free tools

Photo editors

– **Adobe Photoshop Express**

– **Fotor**

– **Pixlr**

– **Resizing.app (Chrome)**

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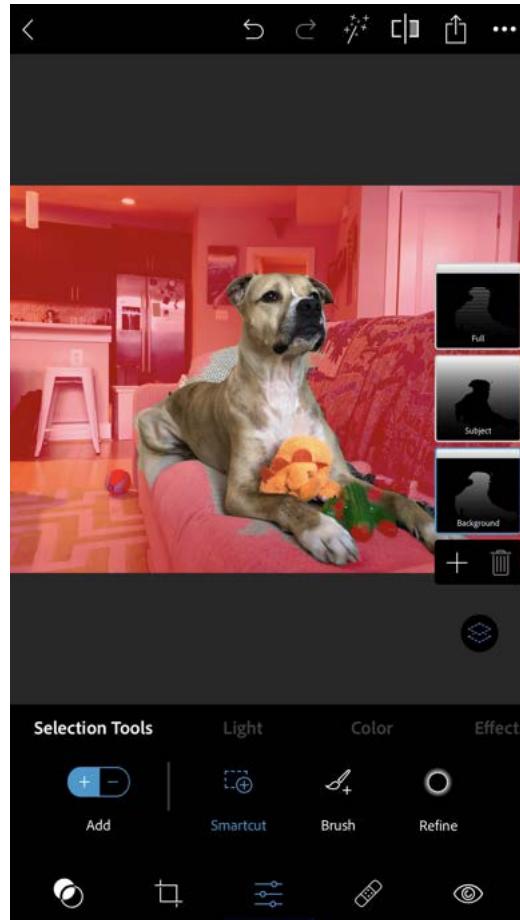
Free tools

Design and graphics

– **Canva** (plus **color palette generator**)

– **Crello**

– **Infogram**

– **Datawrapper**

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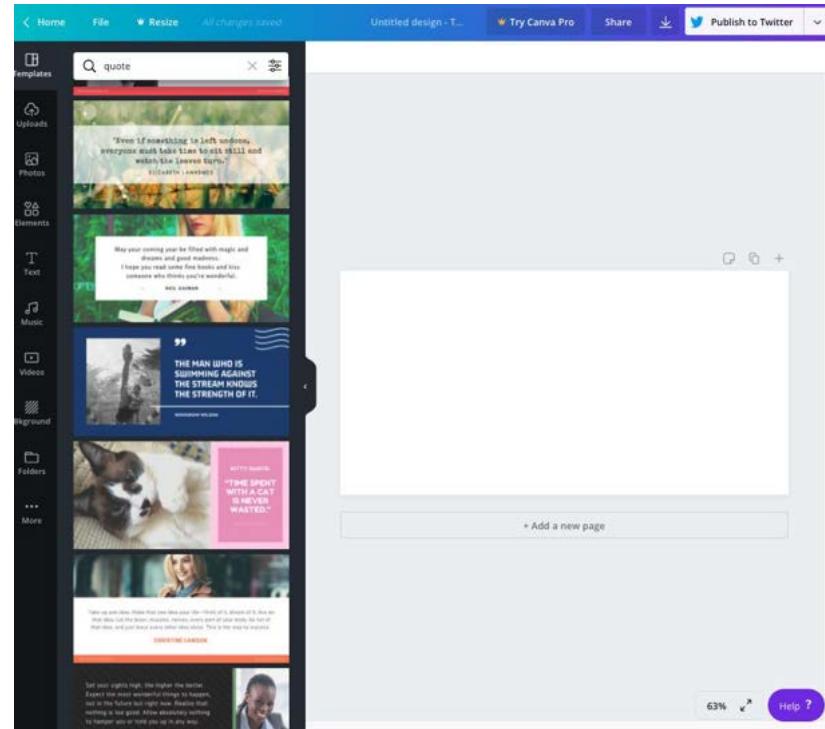
Canva.com

What state are you from?

Texas
15

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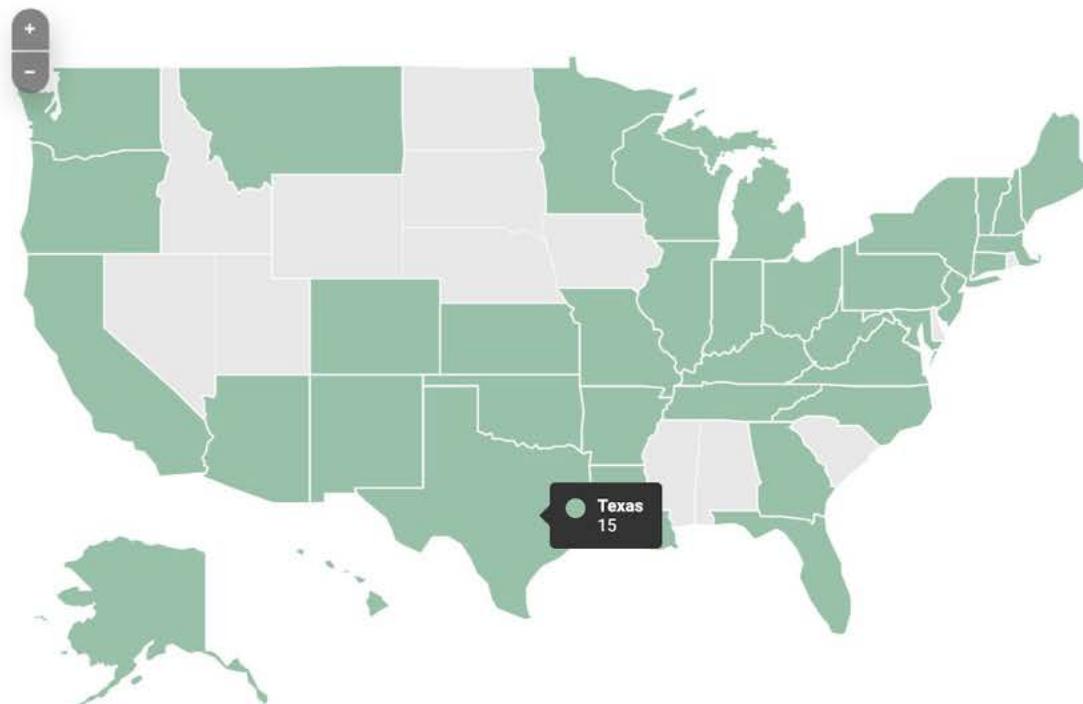
Free tools

Inspiration

– **Visual Capitalist**

– **Pinterest**

– **Save cool ideas with Pocket**

VisualCapitalist.com

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Practice

Build experience by doing

– **Word association games**

– **Headline practice**

– **Type Connection**

– **Hue Test**

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Questions?

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