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.
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-Exupéry*
The basics

Limit colors

– Visual brand consistency
– Selection process
– Consider tone
# The basics

## Work within dimensions

<table>
<thead>
<tr>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
</tr>
<tr>
<td><strong>Post:</strong> 940x788px</td>
</tr>
<tr>
<td><strong>Cover:</strong> 851x315px</td>
</tr>
<tr>
<td><strong>Event cover:</strong> 1920x1080px</td>
</tr>
<tr>
<td><strong>Ad:</strong> 1200x628px</td>
</tr>
<tr>
<td><strong>Video story:</strong> 1080x1920px</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
</tr>
<tr>
<td><strong>Post:</strong> 1024x512px</td>
</tr>
<tr>
<td><strong>Header:</strong> 1500x500px</td>
</tr>
<tr>
<td><strong>Ad:</strong> 1600x400px</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
</tr>
<tr>
<td><strong>Story:</strong> 1080x1920px</td>
</tr>
<tr>
<td><strong>Video story:</strong> 1080x1920px</td>
</tr>
<tr>
<td><strong>Post:</strong> 1080x1080px</td>
</tr>
<tr>
<td><strong>Ad:</strong> 1080x1080px</td>
</tr>
<tr>
<td><strong>Other</strong></td>
</tr>
<tr>
<td><strong>YouTube channel art:</strong> 2560x1440px</td>
</tr>
<tr>
<td><strong>Email header:</strong> 600x200</td>
</tr>
</tbody>
</table>

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).
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](https://www.canva.com) (plus [color palette generator](https://www.canva.com/color/palette-generator/))
- [Crello](https://crello.com)
- [Infogram](https://infogram.com)
- [Datawrapper](https://datawrapper.de)

Canva.com
What state are you from?
Free tools

Inspiration

- Visual Capitalist
- Pinterest
- Save cool ideas with Pocket
Practice

Build experience by doing

– Word association games
– Headline practice
– Type Connection
– Hue Test
Questions?

@bethfrancesco
bfrancesco@press.org