



# GRAPHIC DESIGN

LEADERSHIP SUMMIT // JULY 17, 2022



# TYPES OF GRAPHIC DESIGN

## PRINT

In your local church context, you will likely have opportunities to design for event flyers/posters, the church bulletin, church newsletter, and more.

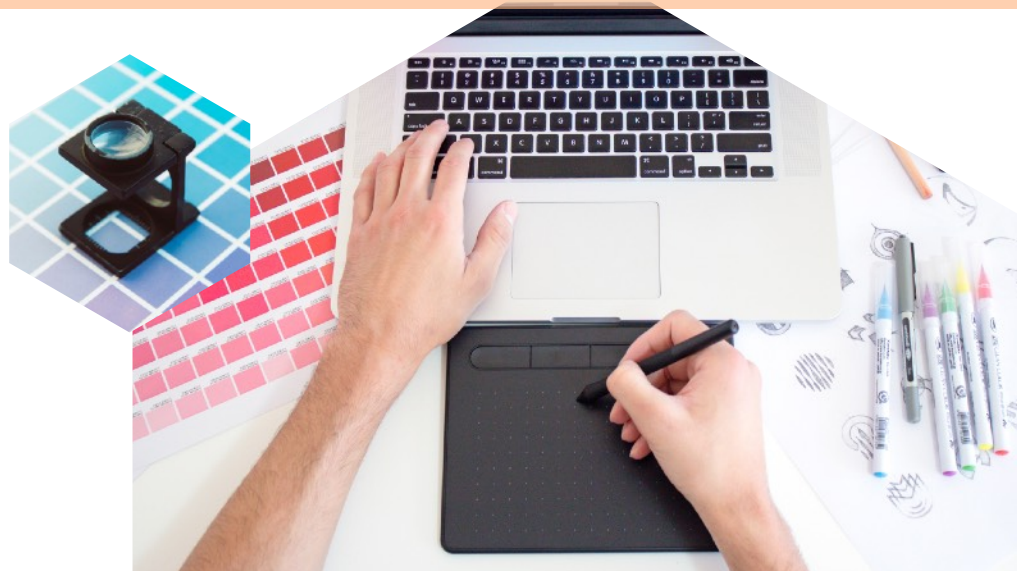
## MOBILE

There's a variety of graphic design applications for mobile, but the one you'll probably run into the most is social media.

## WEB

Website design has some intricacies versus print and mobile, but there are also many shared foundational principles of good design.

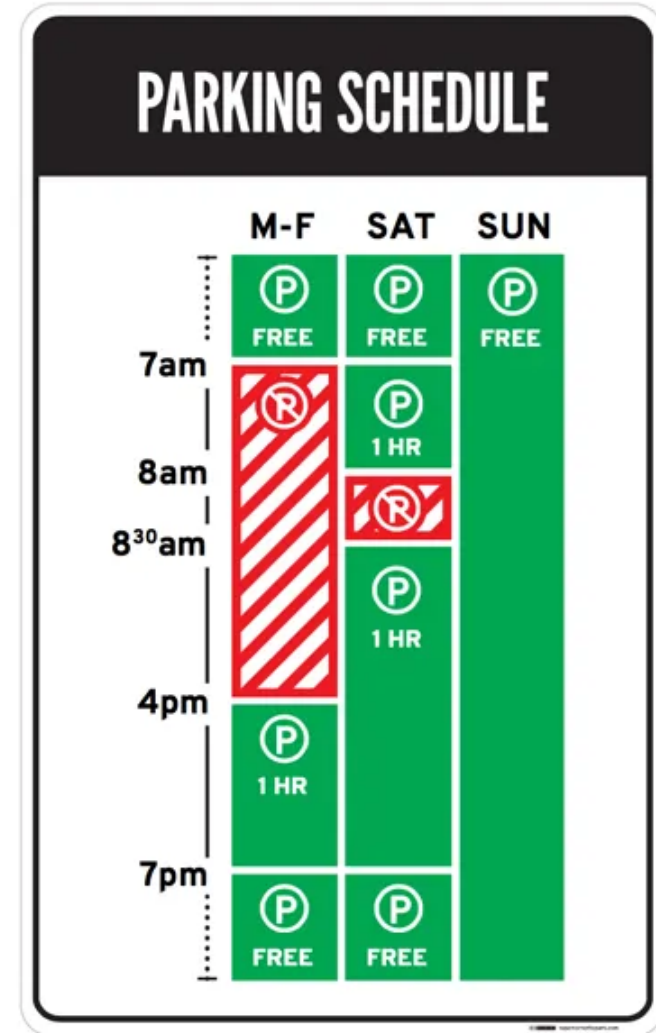
# CLARITY IN COMMUNICATION IS THE #1 PRIORITY



# BAD DESIGN



# GOOD DESIGN



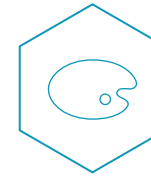




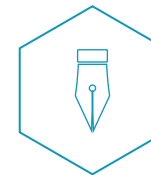
# TODAY'S PRESENTATION



**HIERARCHY**



**COLOR**



**TYPE**



**IMAGES**

# HIERARCHY



● ● ●  
 CHECK OUT [www.w4kbl.org](http://www.w4kbl.org)  
**CO CO**  
 CALLING ALL STATIONS  
**145.230**  
**179.9 PL**



CONTACT [n4mht@mchsi.com](mailto:n4mht@mchsi.com)  
 VE TESTING AT 9:00  
 WALK-INS WELCOME

**WELCOME TO THE**  
**HAM RADIO SWAPMEET**  
**PENNINGTON FOLK MUSIC FESTIVAL**  
 ••••• **FIRST ANNUAL** •••••  
 "PENNINGTON"  
**HAMFEST**

**INDOOR TABLES ARE AVAILABLE - FCFS**  
**NO FEES TO ENTER OR SETUP**  
**FOOD AND DRINKS WILL BE AVAILABLE**  
 PRIZES PRIZES  
**PRINCETON, KY**  
**FIRE TRAINING CENTER**  
 EXIT 12 OFF WK PKWY  
 2001 HWY 62 WEST  
**JUNE 2nd, '12 7:00 AM till NOON**

**The Annual Recycling Day!**

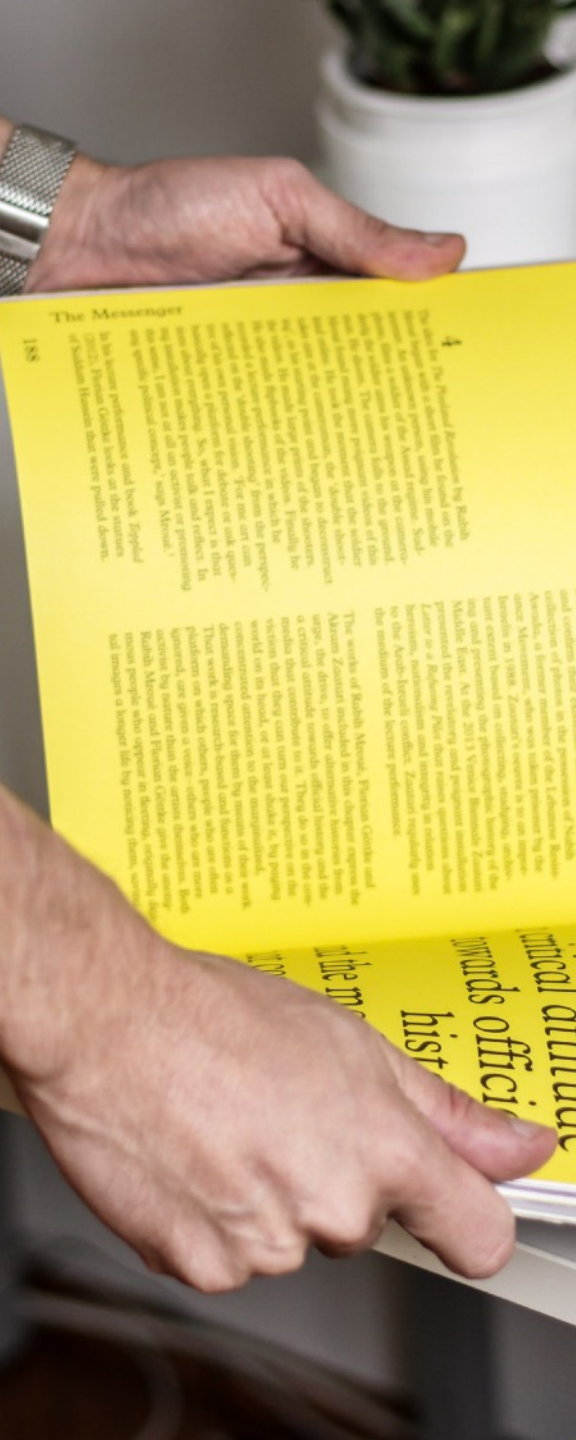


*Any genuinely reusable items*

- Furniture
- Whiteware
- Toys
- Tools
- Clothing
- Books
- Reusable timber
- Paper/cardboard
- Clean metals
- Plant pots & punnets
- Household appliances in working order
- Framed windows
- Bottles & jars
- Fencing wire
- Wirenetting
- Sheet & broken glass
- Car parts
- Tyres
- Commercial waste
- Domestic refuse
- Organic waste
- Garden waste
- Concrete waste
- Hazardous waste\*

**Drop off FREE OF CHARGE!**  
*And pick up anything useful for a small donation*

**LET'S KEEP NAPIER BEAUTIFUL**



# ALL ABOUT HIERARCHY

Hierarchy is one of the most important things to consider when you are seeking to communicate effectively with a design. After all, the art with which information is placed together in a design is the essence of graphic design. Ask yourself: *What information included here is the most important?*

Here are a few tools to consider when it comes to visual hierarchy.

## PLACEMENT/POSITION

Readers follow predictable patterns when looking at designs, but positioning elements strategically can guide their eyes.

## SIZE/SCALE

Size is an excellent tool to designate the most important part of a design, overriding other conventions.

## COLOR/CONTRAST

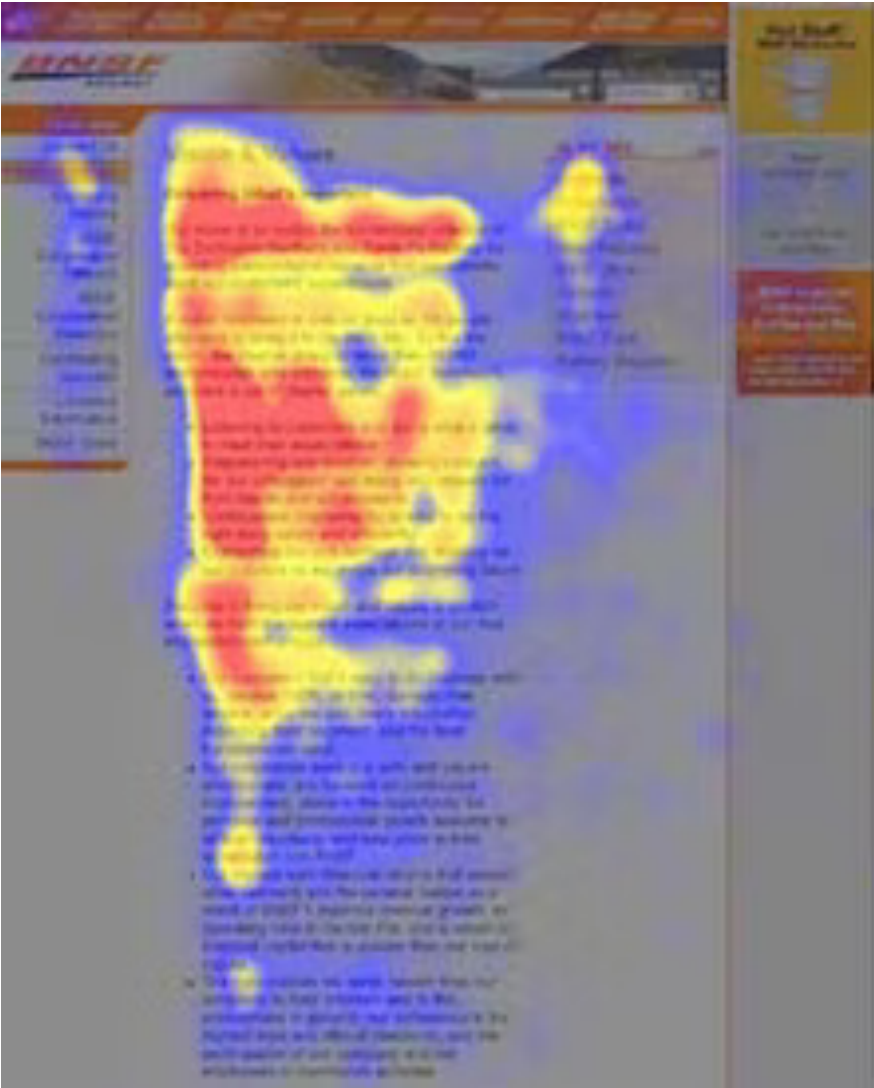
Using color or other properties to draw a contrast between different elements can be quite effective to guide attention.

## PATTERN/DIRECTION

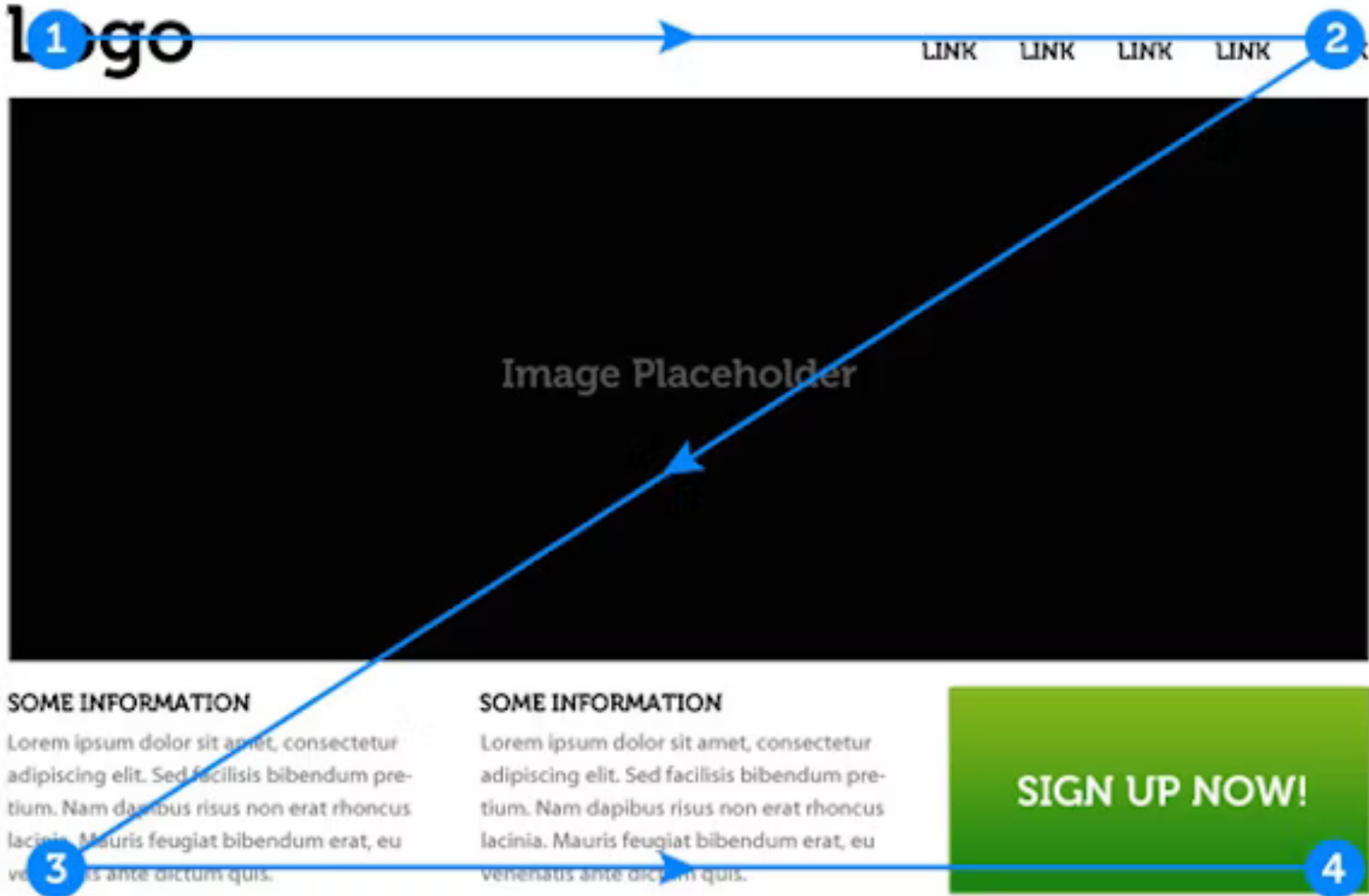
The relationship between elements of your design tells a story. Create unexpected patterns or directions to designate importance.



# THE F-PATTERN



# THE Z-PATTERN



# EXAMPLES of VISUAL HIERARCHY



## SCALE

In hieratic scaling, the most important information is the largest element in the design. Lesser information is scaled down.

©2019 Alvalyn Lundgren.



## CONTRAST

The more difference there is between light and dark colors, the more something will advance visually and we'll see it first. Shape contrast is also used. For example, the HEADLINE stands out due to its complex shapes.



## DIRECTION

Elements that are aligned differently from the majority of will stand out visually. If a design is mostly horizontal in stress, tall, vertical or diagonal shapes will be noticed first.



## POSITION

Position on the page creates an automatic hierarchy. The most important position when reading left to right is the upper left quadrant. The next most important is the lower right quadrant., Then upper right, and least is lower left.



## Time to act

The Young Vic is thriving  
but the building is falling down

Join us and help rebuild our theatre

To make a donation call us now  
on 020 7922 8400 or give online  
at [www.youngvic.org](http://www.youngvic.org)

# CRACKING

PERFORMANCE



Join us The Young Vic Campaign



**BEFORE**



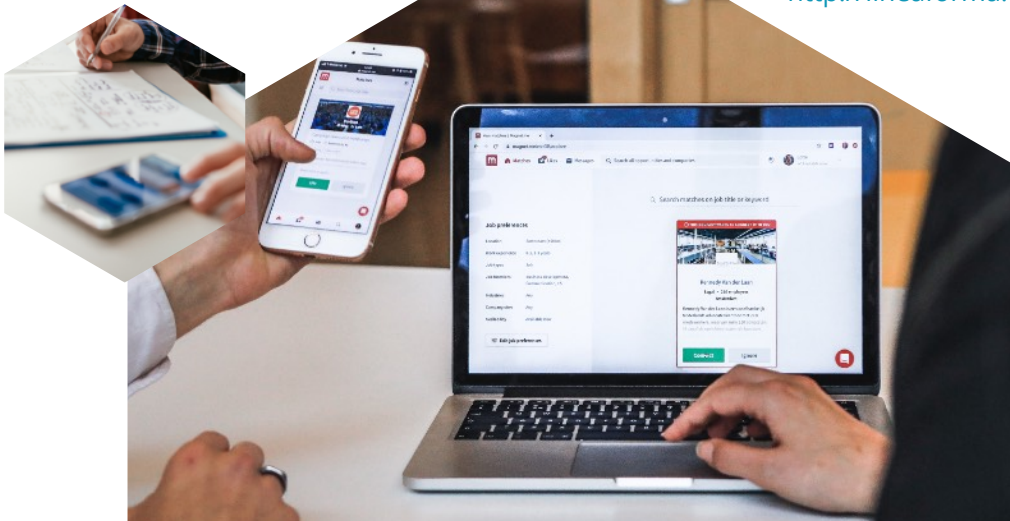
**AFTER**





**8 SECONDS IS ALL YOU HAVE TO SHARE YOUR MESSAGE.**

<http://lineaforma.com/designing-for-the-short-attention-span-era/>





## **6 PRINCIPLES OF VISUAL HIERARCHY**

<https://99designs.com/blog/tips/6-principles-of-visual-hierarchy/>

## **CAPTURE ATTENTION WITH VISUAL HIERARCHY**

<https://alvalyn.com/capture-attention-with-visual-hierarchy/>

## **12 VISUAL HIERARCHY PRINCIPLES EVERY NON-DESIGNER NEEDS TO KNOW**

<https://visme.co/blog/visual-hierarchy/>

# COLOR THEORY

# COLOUR THEORY

Toni Hawri - 2020



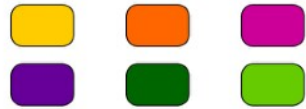
## Primary Colours

3 pigment colours that can not be mixed or formed by any combination of other colours. All other colours are derived from these 3 hues.



## Secondary Colours

These are the colours formed by mixing two primary colours.



## Tertiary Colours

These are the colours formed by mixing a primary and a secondary colour. That's why the colour is a two-worded name, such as blue-green, red-violet, and yellow-orange.



## Analogous

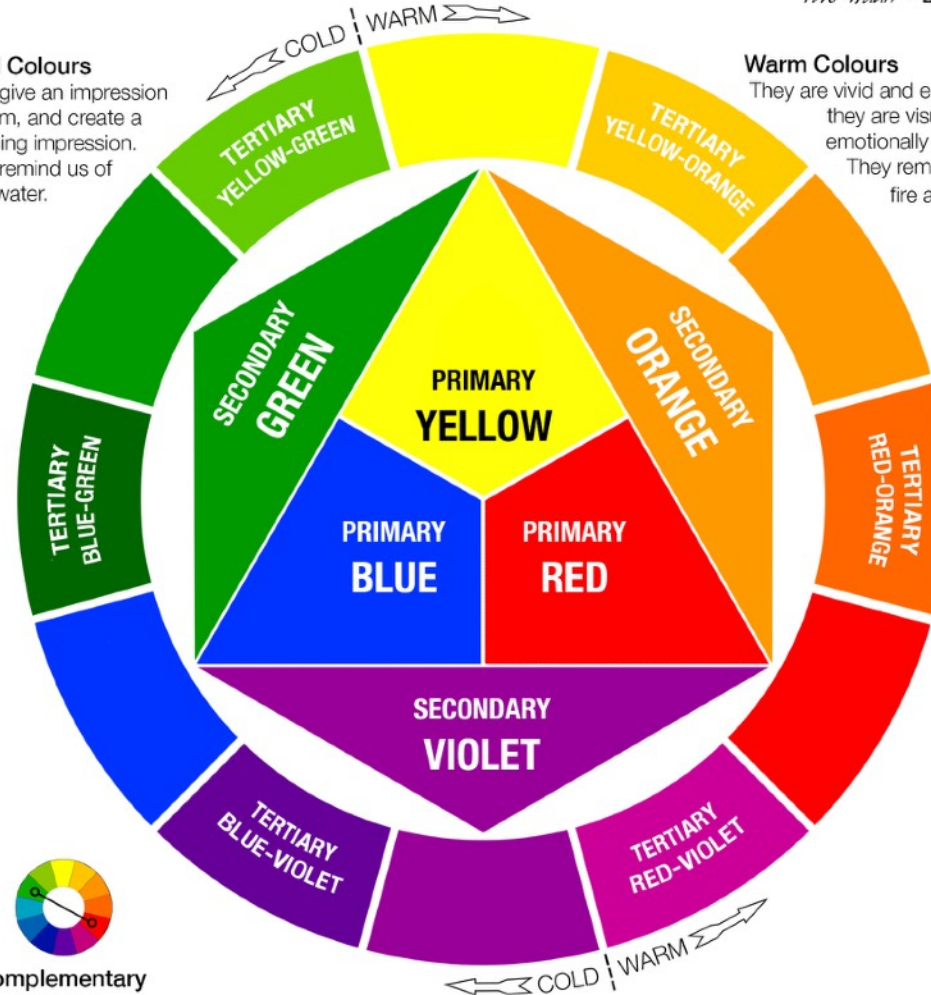
Analogous colours sit next to one another on the colour wheel. These colours are in harmony with one another.



White, black and gray are considered to be neutral.

## Cold Colours

They give an impression of calm, and create a soothing impression. They remind us of cold water.



## Warm Colours

They are vivid and energetic, they are visually and emotionally exciting. They remind us of fire and heat.



## Value

Value refers to the relative lightness or darkness of a certain area.



## Tint

A tint describes a colour that is mixed with white.



## Tone

A tone describes a colour that is mixed with grey.



## Shade

A shade describes a colour that is mixed with black.



## Monochromatic

The term monochrome refers to the use of one colour or various shades and tints of one colour in a single form.

## The generic meaning of colour (Western Culture)

- RED:** Passion, Love, Fire, Anger, Blood
- ORANGE:** Energy, Happiness, Vitality, Stimulation
- YELLOW:** Sunshine, Happiness, Hope, Deceit
- GREEN:** New Beginnings, Abundance, Nature
- BLUE:** Sky, Calm, Responsible, Sadness, Sea
- VIOLET:** Creativity, Royalty, Wealth, Ambition
- BLACK:** Mystery, Elegance, Evil, Death, Power
- GRAY:** Moody, Conservative, Formality
- WHITE:** Purity, Cleanliness, Virtue, Innocence
- BROWN:** Nature, Wholesomeness, Dependability
- TAN OR BEIGE:** Conservative, Piety, Dull
- CREAM OR IVORY:** Calm, Elegant, Purity

## Complementary Colours

Colours that are opposite each other on the colour wheel are considered to be complementary colours (example: red and green).



When put together, they appear more vivid than when apart.



Triadic colour scheme



Rectangle (tetradic) colour scheme



Split-Complementary colour scheme



Square colour scheme



# Balancing act

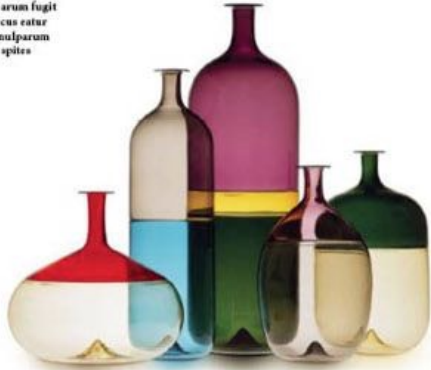
A lesson on creating balance in your layouts.

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Bad example

# Balancing Act.

A short lesson on creating balance in your layouts.

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Good example

# COLOR CALCULATOR

<https://www.sessions.edu/color-calculator/>

**HEXADECIMAL COLOR CODES**

Color	Hex Code	Color	Hex Code	Color	Hex Code
maroon	#800000	aqua	#00FFFF	beige	#F5F5DC
dark red	#8B0000	cyan	#00FFFF	bisque	#FFE4C4
brown	#A52A2A	light cyan	#E0FFFF	blanched almond	#FFB6C1
firebrick	#B22222	dark turquoise	#00CED1	wheat	#F5DEB3
crimson	#DC143C	turquoise	#40E0D0	corn silk	#FFF8DC
red	#FF0000	medium turquoise	#48D1CC	lemon chiffon	#FFFACD
tomato	#FF6347	pale turquoise	#AFEEEE	light golden rod yellow	#FAFAD2
coral	#FF7F50	aqua marine	#7FFFD4	light yellow	#FFFFE0
Indian red	#CD5C5C	powder blue	#B0E0E6	saddle brown	#8B4513
light coral	#FF8C00	cadet blue	#5F9EA0	sienna	#A52A2A
dark salmon	#E9967A	steel blue	#4682B4	chocolate	#D2691E
salmon	#FA8072	cornflower blue	#6495ED	pears	#CDE33F
light salmon	#FFA07A	deep sky blue	#00BFFF	sandy brown	#F4A460
orange red	#FF4500	slate blue	#6A5ACD	burly wood	#D2B48C
dark orange	#FF8C00	light blue	#ADD8E6	tan	#D2B48C
orange	#FFA500	sky blue	#87CEEB	rosy brown	#BC8F8F
gold	#FFD700	light sky blue	#87CEFA	moccasin	#FFDAB9
dark golden rod	#B8860B	midnight blue	#191970	navajo white	#FFDEAD
golden rod	#DAA520	navy	#000080	peach puff	#FFDAB9
pale golden rod	#EEEBAA	dark blue	#00008B	misty rose	#FFE4E1
dark khaki	#8B873B	medium blue	#0000CD	lavender blush	#FFF0F5
khaki	#F0E68C	blue	#0000FF	linen	#F5F5DC
olive	#808000	royal blue	#4169E1	old lace	#FDF5E6
yellow	#FFFF00	blue violet	#6A5ACD	papaya whip	#FFE4C4
yellow green	#9ACD32	indigo	#4B0082	sea shell	#FFF5EE
dark olive green	#556B2F	dark slate blue	#483D8B	mint cream	#F5FFFA
olive drab	#8B8E23	slate blue	#6A5ACD	slate gray	#708080
lawngreen	#7CFC00	medium slate blue	#708080	light slate gray	#778888
chartreuse	#7FFF00	medium purple	#800080	light steel blue	#90CAD9
green yellow	#ADFF2F	dark magenta	#8B008B	lavender	#E6E6FA
dark green	#006400	dark violet	#48008B	floral white	#FFF0F5
green	#008000	dark orchid	#9932CC	alice blue	#F0F8FF
forest green	#228B22	medium orchid	#B06CDE	ghost white	#F8F8FF
lime	#90EE90	purple	#800080	honeydew	#90EE90
lime green	#32CD32	thistle	#D8BFD8	ivory	#FFFF00
light green	#90EE90	plum	#DDA0DD	azure	#90EE90
pale green	#90EE90	violet	#EE82EE	snow	#FFFAFA
dark sea green	#8FBC8F	magenta / fuchsia	#FF00FF	black	#000000
medium spring green	#90EE90	orchid	#DA70D6	dim gray / dim grey	#696969
spring green	#90EE90	medium violet red	#C71585	gray / grey	#808080
sea green	#2E8B57	pale violet red	#DB7093	dark gray / dark grey	#A9A9A9
medium aqua marine	#90E0AA	deep pink	#FF1493	silver	#C0C0C0
medium sea green	#3CB371	hot pink	#FF69B4	light gray / light grey	#D3D3D3
light sea green	#20B2AA	light pink	#FFB6C1	gainsboro	#DCDCDC
dark slate gray	#2F4F4F	pink	#FFC0CB	white smoke	#F5F5F5
teal	#008080	antique white	#FAEBD7	white	#FFFFFF
dark cyan	#008B8B				

**FOR SCREENS**

**RGB**

RED GREEN BLUE

**FILE FORMATS**

JPG PNG PSD

www.thevisualpro.com

**FOR PRINT**

**CMYK**

CYAN MAGENTA YELLOW "KEY" BLACK

**FILE FORMATS**

EPS AI PDF

We Make Design Work

# TYPOGRAPHY

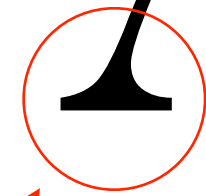


Aa

*Aa*

**Aa**

**Aa**



serif

Aa

AA

# SANS SERIF FONT CLASSIFICATIONS

## **HUMANIST**

Humanist sans-serif typefaces show evidence of a human holding a pen. They have roots in calligraphy and evoke a feeling of warmth and personality. Example: Gill Sans.

---

Gill Sans

## **TRANSITIONAL**

Closely related to the characteristics of transitional serified typefaces, these typefaces include a more upright axis and a uniform stroke. Example: Helvetica.

---

Helvetica

## **GEOMETRIC**

Geometric sans-serif typefaces, as their name implies, are based on geometric forms. In some cases letters, such as the lower case 'o', are perfect geometric forms. Example: Futura.

Futura

# SERIF FONT CLASSIFICATIONS

## **OLD STYLE**

The Old Style or Humanist serif typefaces developed in the 15th and 16th centuries and are characterized by a low contrast in stroke weight and angled serifs. Example: Garamond.

---

Garamond

## **TRANSITIONAL**

The bridge for the gap between Old Style and Modern serified typefaces, Transitional type has a more vertical axis and sharper serifs than humanist forms. Example: Baskerville.

---

Baskerville

## **MODERN**

Modern serified typefaces developed in the late 18th and early 19th century and were a radical break from the traditional typography of the time with high contrast of strokes, straight serifs and a totally vertical axis. Example: Bodoni.

Bodoni



# SERIF FONT CLASSIFICATIONS

## **EGYPTIAN**

Egyptian, or slab-serifed, typefaces have heavy serifs and were used for decorative purposes and headlines because the heavy serifs impeded legibility at small point sizes. Example: Rockwell.

**Rockwell**



# TYPOGRAPHY BASICS

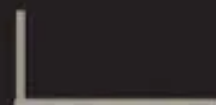
**ONE.** Find the appropriate font for the intended purpose – many fonts are specifically designed and thus best suited for things like headings, paragraphs, captions, and more.

**TWO.** Prioritize readability. Some fonts can be really tough to read. Use these sparingly and only in certain areas, like headings. Ensure important info is always clear.

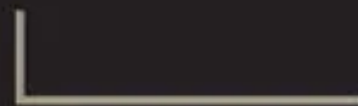
**THREE.** Consider contrasting and complementary characteristics when choosing fonts for a project. Never choose two fonts that are too similar or clashing.

# COMBINING

*fonts*



**MONTSERRAT**  
80pt. Uppercase bold.



**LORA**  
72pt. Lowercase italics.

**Oswald Font**

Open Sans Font

**Bevan Font**

Oxygen Font

*Pacifico Font*

Quicksans Font

**Fredoka Font**

Raleway Font

**GRADUATE FONT**

*Dancing Script Font*

**Flavors Font**

Fresca Font

**Changa One Font**

Alice Font

**Anton Font**

*Damion Font*

**Londrina Solid Font**

Fresca Font

**Alfa Slab Font**

Bitter Font

**Audio Font**

Nixie One Font

**Chewy Font**

Gudea Font

*Great Vibes Font*

Raleway Font

**BANGERS FONT**

Cuprum Font

**PERMANENT MARKER**

Metrophobic Font

**Lilita Font**

Arvo Font

**WALTER FONT**

Ubuntu Font

**Sancreek Font**

Goudy Bookletter Font

**Allerta Font**

Courier New Font

**Knewave Font**

Yanone Kaffeesatz Font

**Viga Font**

Oxygen Font



# IMAGES

# ORIGINAL IMAGES ARE ALWAYS BEST

But when original images are not possible, there are many free stock photo sites where you can download high-quality photos that are licensed for use in any of your projects.

Some of these sites require you to cite your source in your final project, so be sure to read the fine print to be sure that your use of the image is within the rights permitted by the source.



## WHATEVER YOU DO

Regardless of whether you choose to use original or stock images, though, know that you must have explicit rights to the photos you choose to use. This means that saving images from a Google image search ***doesn't*** mean that they're permitted for public use. Look for the words "Creative Commons License."

# RECOMMENDED TOOLS



## CANVA - DESIGN PROGRAM

Canva is a free program used to create graphics of all types, with lots of added helpful features.

[www.canva.com](http://www.canva.com)



## PEXELS - STOCK PHOTOS

Millions of high quality free stock photos and videos you can download and use anywhere.

[www.pexels.com](http://www.pexels.com)



## GOOGLE FONTS - FONTS

Google Fonts is a library of 1,430 open source font families and APIs for convenient use

[www.fonts.google.com](http://www.fonts.google.com)



## TOURBOX - EDITING CONTROLLER

Tourbox is a physical console that helps streamline your workflow by making shortcuts accessible.

[www.tourboxtech.com](http://www.tourboxtech.com)

# CONNECT

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☎ 818.546.8461

