

Content Creation for Non-art Majors

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Hi

Day Job:

Creative Director, Advocacy @ AHIP

Unpaid Jobs:

Board of Directors @ AIGA DC

Vacation planner for 36-person friend group

Education:

B.S. Visual Communication Design,
Stevenson University

Continuing education certificates:
Yale School of Management, General
Assembly, IDEO U, and many more.





About AHIP

AHIP is the national association whose members provide health care coverage, services, and solutions to hundreds of millions of Americans every day. We are committed to market-based solutions and public-private partnerships that make health care better and coverage more affordable and accessible for everyone.

Visit [AHIP.org](https://www.ahip.org) to learn how working together, we are Guiding Greater Health.

The Basics

Design Principles & Fundamentals

Color & Contrast

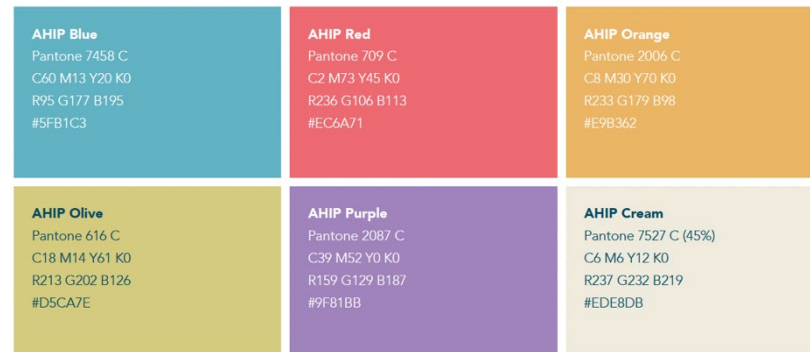
Best Practices:

- Stick to your brand's color palette!
- Limit designs to 2-3 colors:
1-2 primary brand colors,
1 accent/secondary color.
- Ensure contrast between background colors and font colors is sufficient for readability/accessibility.
 - [Color contrast checker](#)
- Be intentional with color use in relation to [color theory](#) and the emotional impact colors convey.

Color Palette: Primary Color System



Color Palette: Secondary Color System



Color Compositions:

- Pantone or PMS: Standardized color-matching system, primarily for print use.
- CMYK or 4-color: Print products
- RGB: Web, digital
- HEX: 6-digit code used for web and digital

Color Properties:

- Hue: Pure color
- Shade: Darken, add black
- Tint: Lighten, add white
- Tone: Intensity, add grey

Typography

Best Practices:

- Stick to your company's brand for font guidance. Often, they are specific about which font is for headings and which is for body copy.
- If picking fonts, choose two that are different but [pair well together](#) – often this is one serif and one sans-serif font, but not a requirement.
- Body copy should be easily digested, not a distraction.
 - Avoid narrow, thin, or decorative fonts.
 - Use [normal or positive leading](#) to give your copy breathing room.

****Remember:** Downloaded fonts will not automatically carry over if your project is opened on another computer. Save your fonts with your project files!

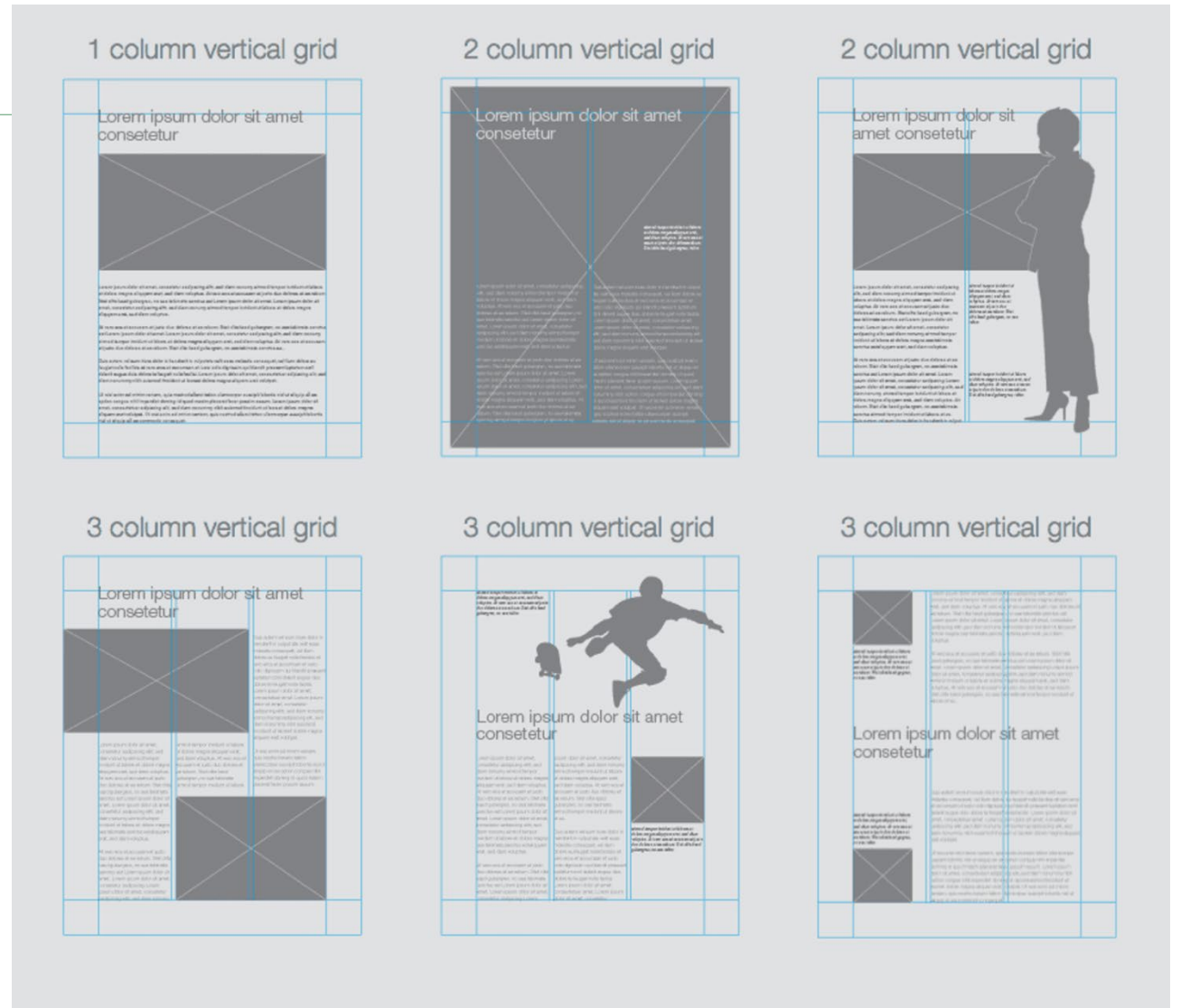


<https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/>

Grids & Balance



Best Practices:

- Grids are the backbone of design compositions in both print and digital media.
- Establish the grid in your composition to ensure consistent margins, spacing between elements, and alignment and to serve as a guide for balance.
- Grids are modular and flexible. Combine sections to establish a hierarchy.
- Bare minimum: use the alignment tools in the program you're using.



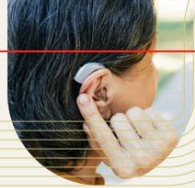
AHIP Examples

WHO:
If you are 65 years of age or older or have a disability.

WHAT:
It comes with more benefits than original Medicare, like care coordination, vision, hearing, and dental coverage.

WHY:
Nearly 30 million people choose it because it delivers better services, better access to care, and better value.




AHIP

Biosimilar Competition Can Help Lower Drug Prices for Americans

Everyone should be able to get the medications they need at a cost they can afford. But prescription drug prices are out of control, and hardworking families feel the consequences every day. Biosimilars are part of the solution to this ongoing challenge.

What Is a Biosimilar?

Biosimilars are similar in structure and function to a biologic medicine. Biologics are medicines made in a living system, such as a yeast, bacteria, or animal cell. A biosimilar offers the same sort of therapeutic value as a biologic, and acts as an important competitor to improve affordability, access, and value for a patient.

Just as generic drugs offer an effective, lower-cost alternative to small-molecule drugs, biosimilars offer an effective, lower-cost alternative to biologic drugs.

It Starts with Access

According to a January 2023 QIQA Institute in-depth study on biosimilars (available here), biosimilars improve affordability in a saturated market, create dramatic cost savings and increase patient access to life-saving drugs. However, spurring competition is key.

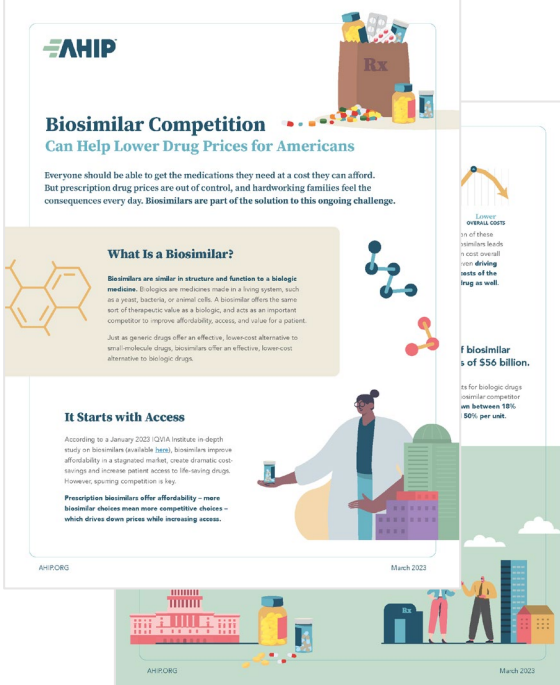
Prescription biosimilars offer affordability – more biosimilar choices mean more competitive choices – which drives down prices while increasing access.

3 biosimilars of \$56 billion.

As for biologic drugs (generic competitor) are between 18% - 50% per unit.

3 times overall costs of these generics leads to cost overall for drug as well.

AHIPORG March 2023




Mental health is health.
Health insurance providers are guiding greater health by:

Leaders in Health Equity
Health equity is embedded into the structure and culture of how health insurance providers' and their ecosystems deliver services.
Meet some of the leaders making it all happen.

How to Get the Mental Health Care You Need
Everyone deserves access to the mental health and substance use disorder care they need.
If you need support, you aren't alone. And you're not without help.
Share this resource

Medicaid covers about 1 in 5 Americans.



AHIP

How Your Health Insurance Fights for More Equitable Care

Watch Now

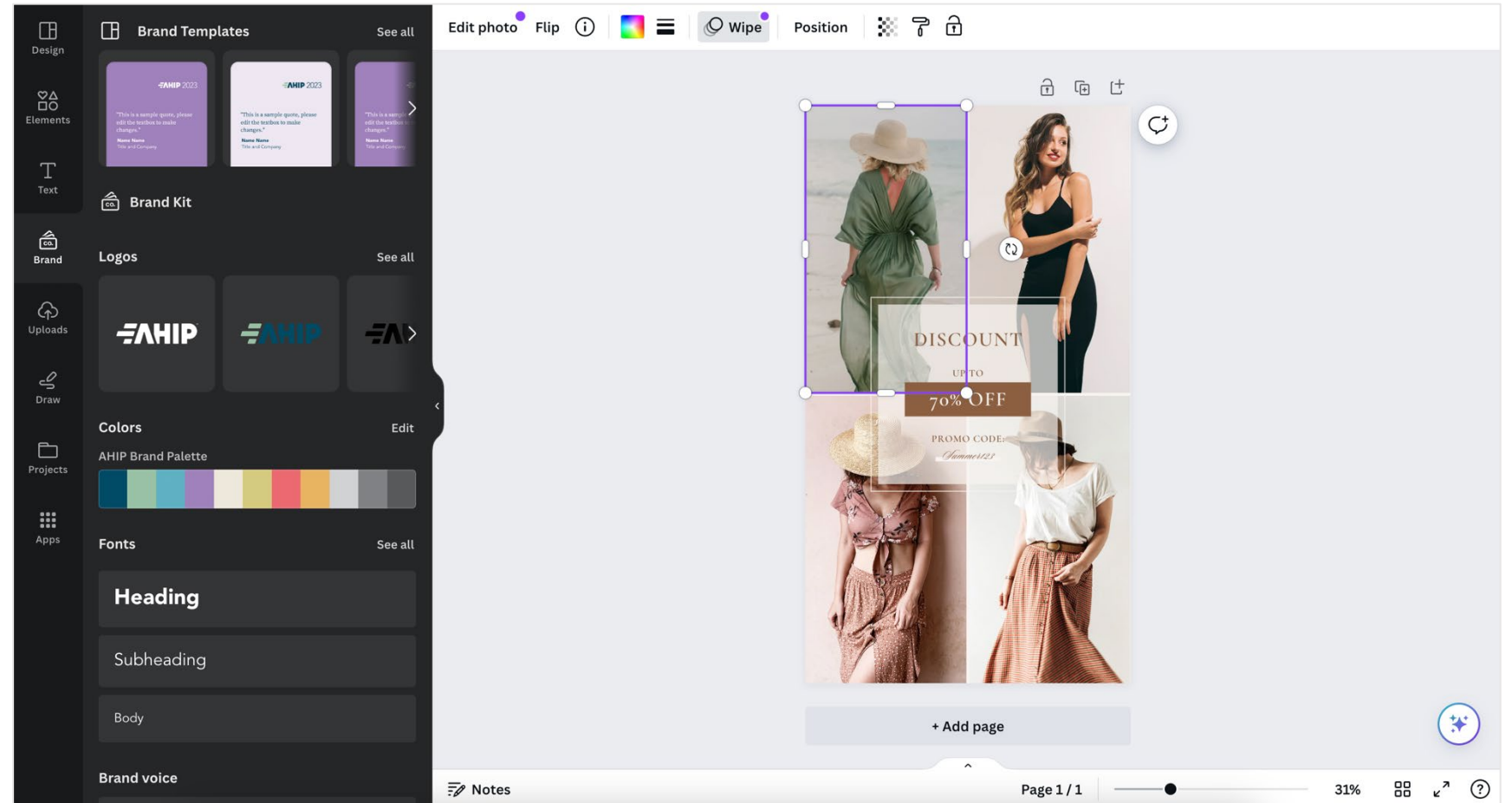


Tools & Resources

Canva

Canva.com

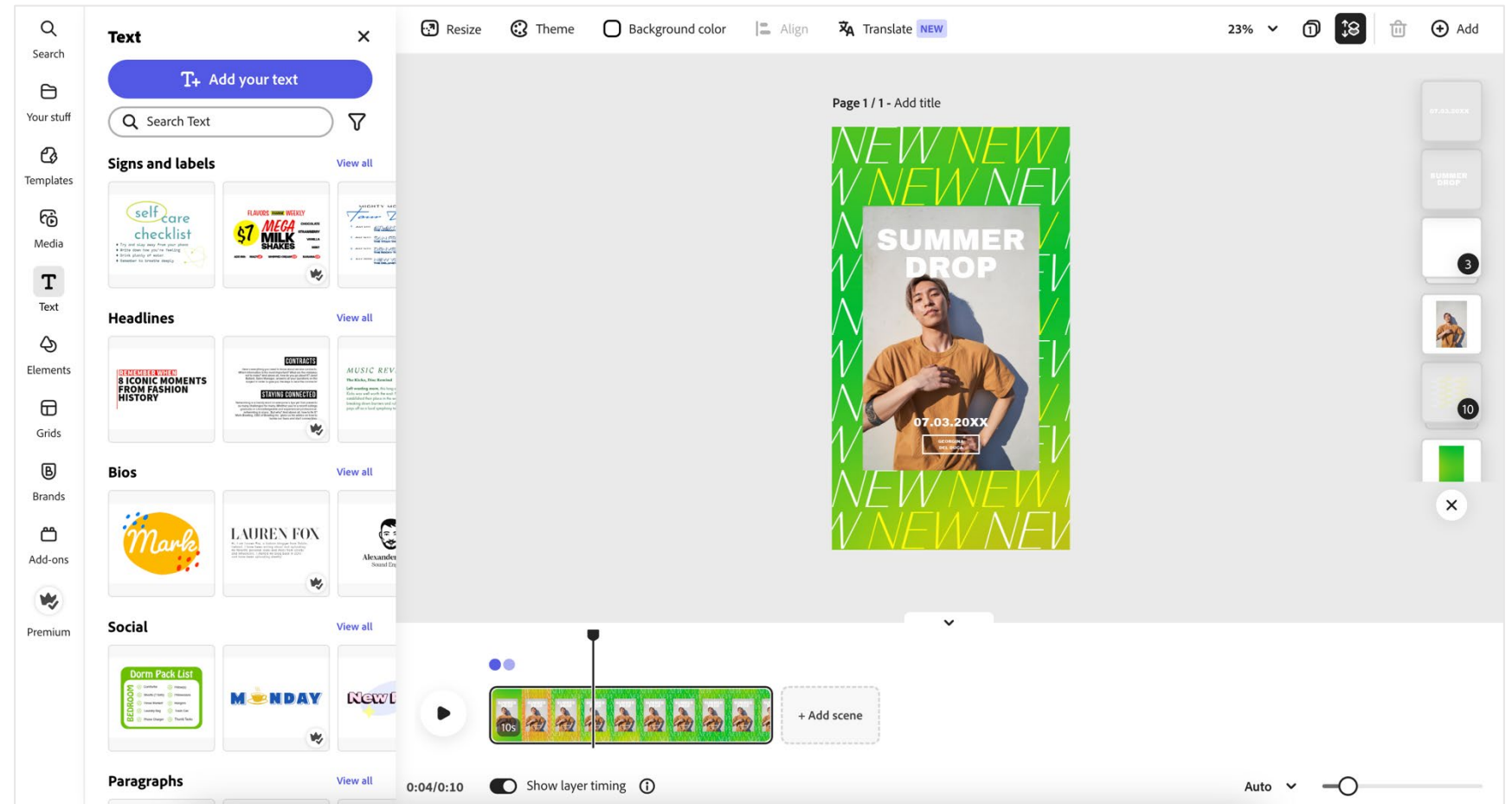
- Endless template options to get you started.
- The interface is very user-friendly.
- Customizations are easy to understand and apply.
- Premium accounts have access to brand kits: upload fonts, color palette, logos/graphics, and even create branded templates to use across your team.



Adobe Express

new.express.adobe.com

- Included with Adobe Creative Cloud account or available individually for a low monthly fee.
- Clean interface, but less intuitive for non-designers.
- Thousands of templates, grid layouts, and customizations available.
- Tools are familiar to those who use other Adobe Creative Cloud products.



Really into this whole design thing?

Work Like The Pros:

- Adobe Creative Cloud & Figma are the industry standards for design tools.
- Free training is available on YouTube and formal certificate courses are available to those seeking a more in-depth knowledge.

Courses:

- General Assembly
- Coursera
- Masterclass
- LinkedIn Learning
- IDEO U (design thinking)

Books:

- [Thinking with Type](#), Ellen Lupton
- [Grid Systems in Graphic Design](#), Josef Muller-Brockmann
- [How To](#), Michael Bierut
- [How to Think Like a Graphic Designer](#), Debbie Millman

Inspiration:

- Dribbble
- Behance
- Webby Awards
- GDUSA

More Resources

Fonts, Photos, Audio, & More:

- [Google Fonts](#)
- [Adobe Fonts](#) (requires login)
 - [Font Packs](#)
- [DaFont](#) – Use with caution. Fonts are not created by typography experts and can be missing characters or malfunction.
- [Pexels](#) & [Unsplash](#) – Royalty-free photography
- [Freepik](#) – Endless templates, vector graphics, photos, and videos. Some paid, most free.
- [YouTube Audio Studio](#) – Millions of free audio tracks. Ensure the licensing says “creative commons” before using.

Other:

- [50 Essential Free Resources](#)
- [The 5 Basic Principles of Graphic Design & Their Importance](#)
- [The Missing Guide to Grids](#)
- [A Guide to Common Aspect Ratios, Image Sizes, and Photograph Sizes](#)
- [Always up-to-date guide to social media image sizes](#)
- [Image Licensing 101](#)

Thank You

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