VISUAL DESIGN 101
FOR YOUR ADVOCACY EFFORTS

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Visual Design Instructor, General Assembly

TODAY'S AGENDA

- What is Design?

- 5 Stages of a Project

- A Designer's Strategic Toolbox

- Putting it All Together

WHAT IS DESIGN?

BREAKING DOWN SOME COMMON MYTHS

DESIGN MYTH #1

Design is about making things pretty.

LIKE THIS

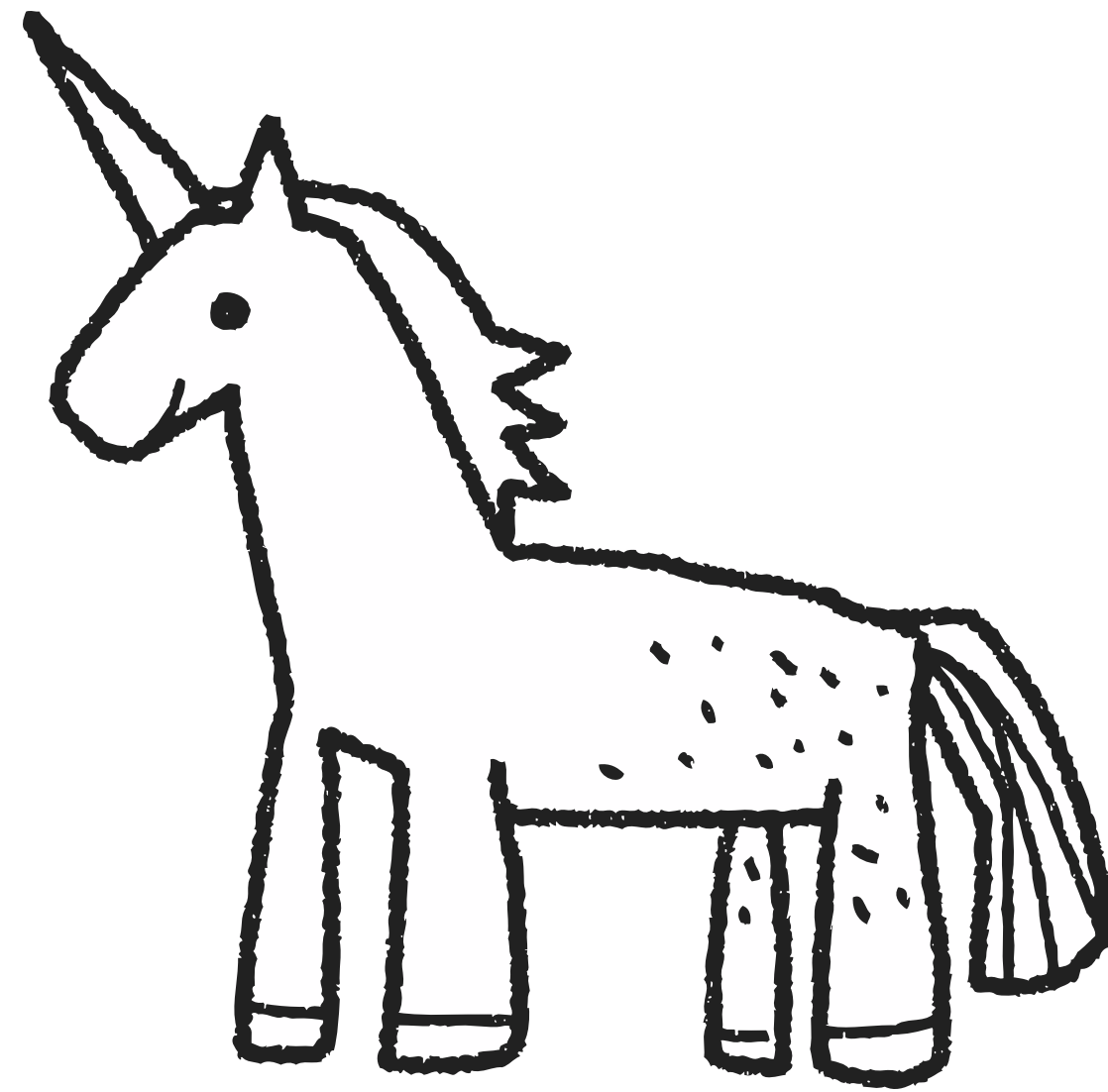# OR MAYBE THIS

PRO TIP: FORM FOLLOWS FUNCTION

Design is about organizing and communicating information clearly through the use of visuals.

It's about enhancing content, not decorating it.

DESIGN MYTH #2

Design is a fluffy and magical process.

DESIGN IS A LITTLE OF THIS

SOME OF THIS

AND A WHOLE LOT OF THIS

"We've been trained to think of designers as people who are a few cards short of a tarot deck, out in left field, creatures of instinct. They don't follow rules. They accidentally set conference rooms on fire. And they only work when inspiration rolls up for a visit....

"

Calling someone a creative doesn't elevate. It marginalizes. The label excludes designers from conversations about strategy, product definition, business goals, and metrics.
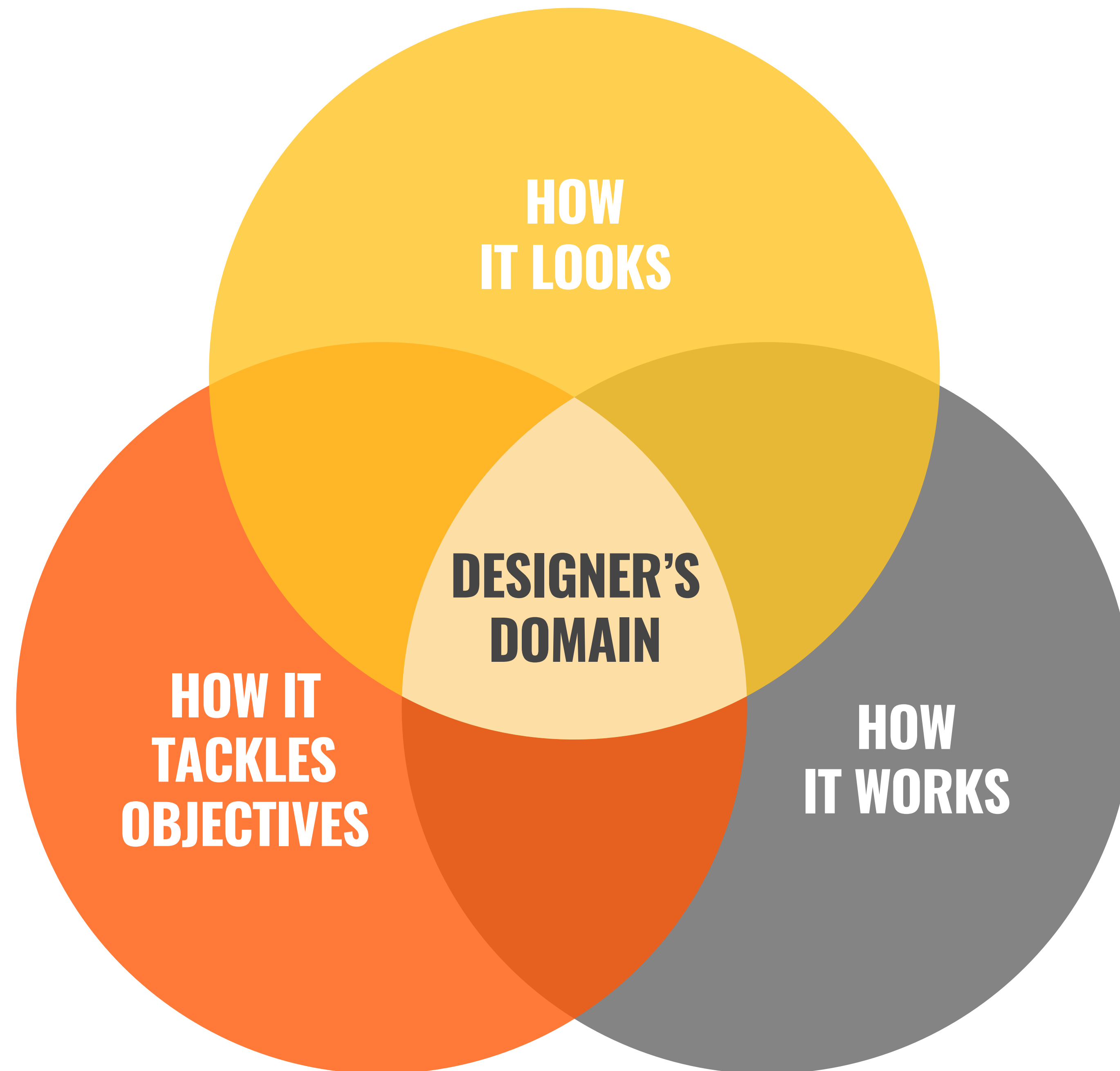
— Mike Monteiro, *You're My Favorite Client*

PRO TIP: DESIGN ISN'T MAGIC

Design is about solving a problem. And there are principles and processes to guide us.

5 STAGES
OF A PROJECT

5 STAGES OF A PROJECT (THE 5 D'S)

DISCOVER

DEFINE

DESIGN

DEVELOP

DELIVER

Research

Summarize Research
(in a meaningful way)

Design it

Code it

Test it

THE 5 DS—NOT NECESSARILY LINEAR

DISCOVER ← → DEFINE ← → DESIGN ← → DEVELOP ← → DELIVER
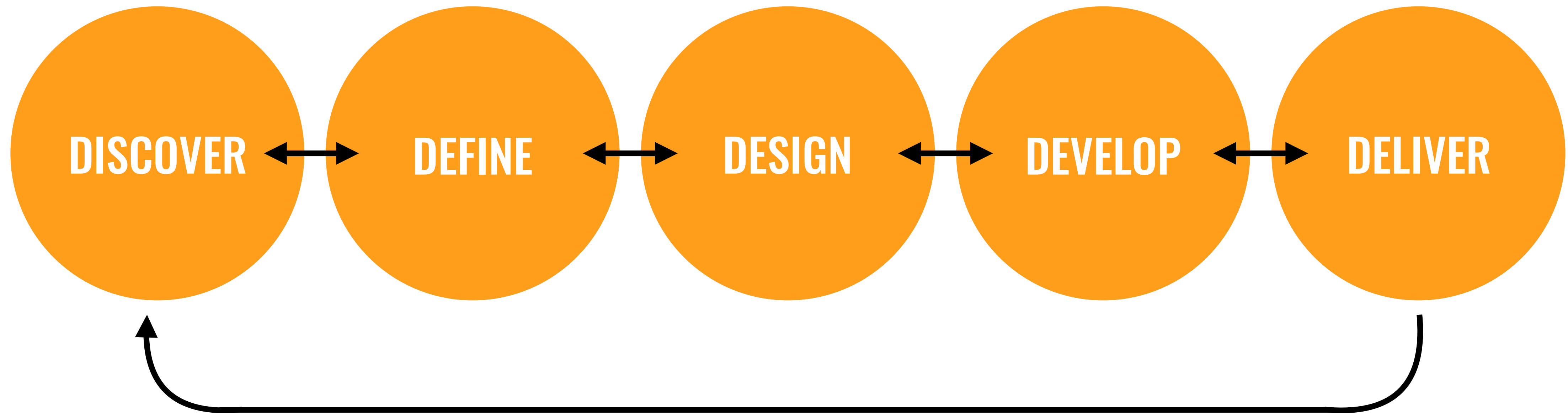
THE 5 DS—ALL TEAM MEMBERS INVOLVED

| DISCOVER | DEFINE | DESIGN | DEVELOP | DELIVER |

A DESIGNER'S STRATEGIC TOOLBOX

DESIGN TOOLBOX INCLUDES:

- strategy

- composition

- typography

- color

- imagery

UNDERSTANDING THE PROBLEM & SETTING THE STRATEGY

LAYING THE GROUNDWORK

The first step in solving a problem is understanding and defining the problem.

This step lays the foundation for the whole project, so it's important for relevant team members to be involved early on.

This is where research comes in.

3 BIG QUESTIONS

- What are we making?

- Who are we making it for?

- Why are we making it?

GOAL-SETTING

- What's our message?

- Whose our target audience?

- What's the point?

  - Present information clearly?

  - Tell a story?

  - Educate or change opinion?

  - Compel readers to take action?

- Is this narrative-driven? Stat-driven?

LOGISTICS

- Format and specs—*Where is it going?*

- Timeline

- Budget

- Approval process

- Desired design style

- Brand requirements

BEEKEEPER GROUP

BRAND GUIDE

Beekeeper Group

VERSION 1 • JANUARY 2016

COLOR PALETTE

Primary colors
For use on main Beekeeper-branded materials.

MAIN YELLOW
PMS 7548
CMYK: 0, 12, 98, 0
RGB: 255, 198, 0
#ffc600

ACCENT YELLOW
PMS 1375
CMYK: 0, 45, 94, 0
RGB: 255, 158, 27
#ff9e1b

LIGHT GREY
PMS 427
CMYK: 7, 3, 5, 8
RGB: 208, 211, 212
#d0d3d4

MEDIUM GREY
PMS 429
CMYK: 21, 11, 9, 23
RGB: 162, 170, 173
#a2aaad

DARK GREY
PMS 431
CMYK: 45, 25, 16, 59
RGB: 91, 103, 112
#5b6770

DARKEST GREY
PMS 433
CMYK: 90, 68, 41, 90
RGB: 29, 37, 45
#1d252d

TYPOGRAPHY

DISPLAY
Oswald is the main display typeface. It should be used for large headlines, not for body text.

Oswald
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Oswald Light
Oswald Regular
Oswald Bold

DISPLAY, SECONDARY
Wisdom Script is a secondary display typeface. It should be used sparingly and in larger sizes as a complement to Oswald.

Wisdom Script
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY
Lato is the main typeface for body text. It works well at small and large sizes so can also be used in captions, subheads, etc.

Lato
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Light
Lato Light Italic
Lato Regular

OUR LOGO

Primary
The stacked, full-color logo is the main brand logo.

Beekeeper Group

Alternates
The horizontal version of the logo can be used when it fits better in the available space.

The bee icon can be used without the text as a decorative element, or for instances when the brand needs to fit in a very small space (like a social profile image).

Beekeeper Group
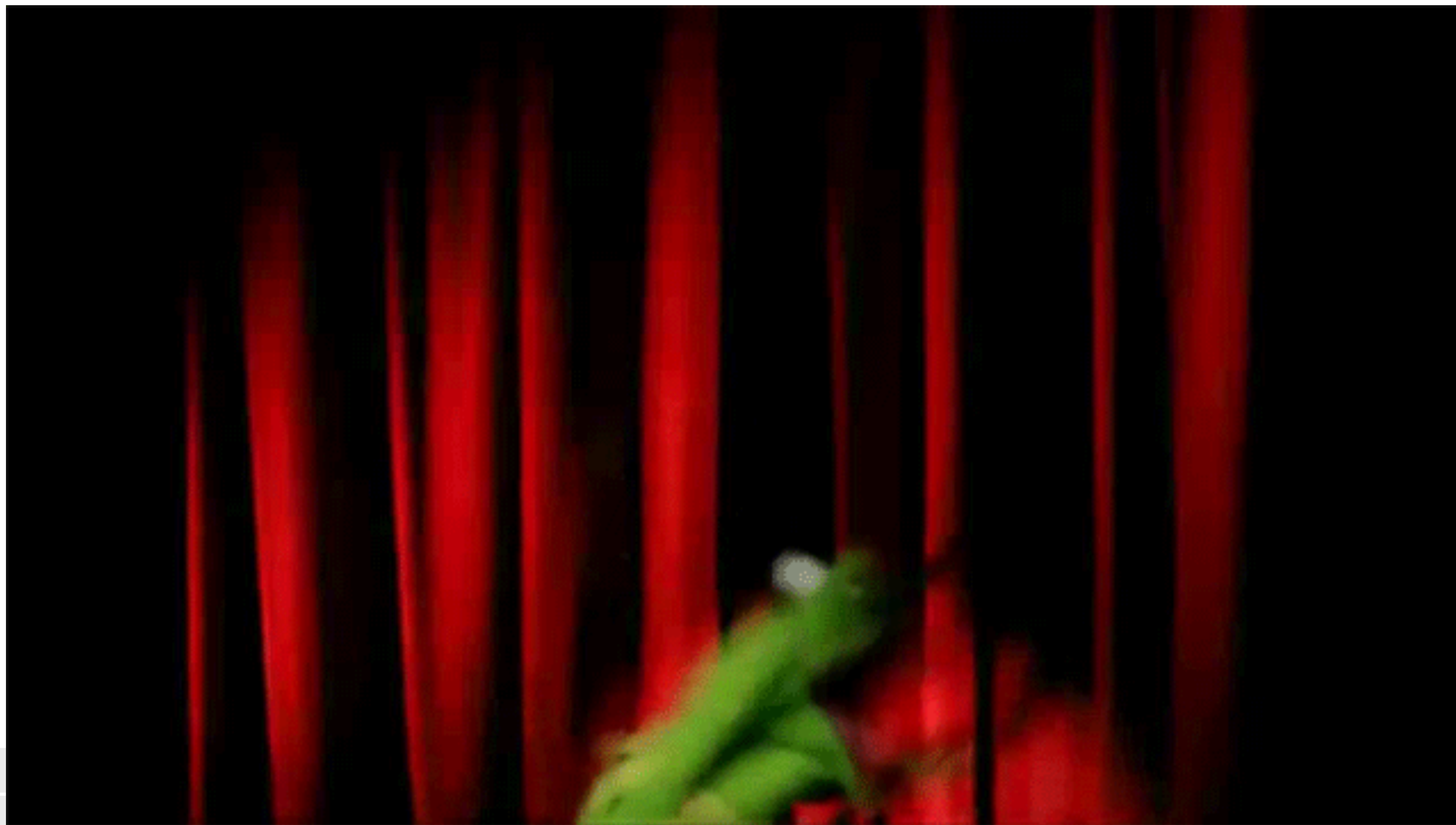
SUMMARIZE YOUR RESEARCH

Makes sure we're all on the same page about:

- the problem we're trying to solve

- the steps we're taking to solve the problem

It gives us something objective (and important!) to evaluate our work against throughout the process.

A CLEARLY DEFINED STRATEGY HELPS US DO LESS

AND MORE THIS

EX: BEE OLYMPICS INFOGRAPHIC

- **What are we making?**
  A fun, Beekeeper-branded infographic on advocacy strategy.

- **Who are we making it for?**
  Advocacy professionals

- **Why are we making it?**
  To educate about advocacy strategy and promote Beekeeper Group.

FURTHER READING

Never Get Involved
in a Land War in Asia
(or Build a Website
for No Reason)

By Greg Storey

COMPOSITION

COMPOSITION

- One of the most obvious places strategy comes into play is composition and layout—how content is prioritized.

- Don't force your readers to find order in the chaos by themselves.

- Designers use white space, visual hierarchy, and design principles to influence how the user's eye goes through content.

VISUAL HIERARCHY IS KEY

- Some elements on the page are more important than others. What visual cues can we use to indicate the hierarchy?

- If everything is of equal visual prominence, nothing stands out, and information may feel chaotic and hard to understand.

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VISUAL HIERARCHY IS KEY
SOME ELEMENTS ON THE PAGE ARE MORE
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WHAT VISUAL CUES CAN WE USE TO
INDICATE THE HIERARCHY?
IF EVERYTHING IS OF EQUAL VISUAL
PROMINENCE, NOTHING STANDS OUT,
AND INFORMATION MAY FEEL CHAOTIC AND
HARD TO UNDERSTAND.

GESTALT PRINCIPLES OF PERCEPTION

- Gestalt psychology is interested in the way people make sense of a world filled with so much visual stimuli.

- It examines how humans subconsciously look for patterns to impose order on chaos. (I.e. how our lizard brains work.)

- For design, Gestalt principles of perception help us understand the way our brains process visual stimuli, so we can more actively control the way people see our designs.

CAN YOU READ THIS?

I cnduo't bvleiee taht I culod aulaclty uesdtannrd waht I was rdnaieg. Unisg the icndeblire pweor of the hmuan mnid, aocdcrnig to rseecrah at Cmabrigde Uinervtisy, it dseno't mttaer in waht oderr the lterets in a wrod are, the olny irpoamtnt tihng is taht the frsit and lsat ltteer be in the rhgit pclae. The rset can be a taotl mses and you can sitll raed it whoutit a pboerlm. Tihs is bucseae the huamn mnid deos not raed ervey ltteer by istlef, but the wrod as a wlohe.

GESTALT PRINCIPLES OF PERCEPTION

C—Contrast

R—Repetition

A—Alignment

P—Proximity

The Non-Designer's Design Book
by Robin Williams

CONTRAST/REPETITION
1 OF THESE THINGS IS NOT LIKE THE OTHERS

- People are good at identifying when something is the same.

- People are also good at identifying when something is different.

- **Takeaway:** Elements should be the same or different *for a reason*.
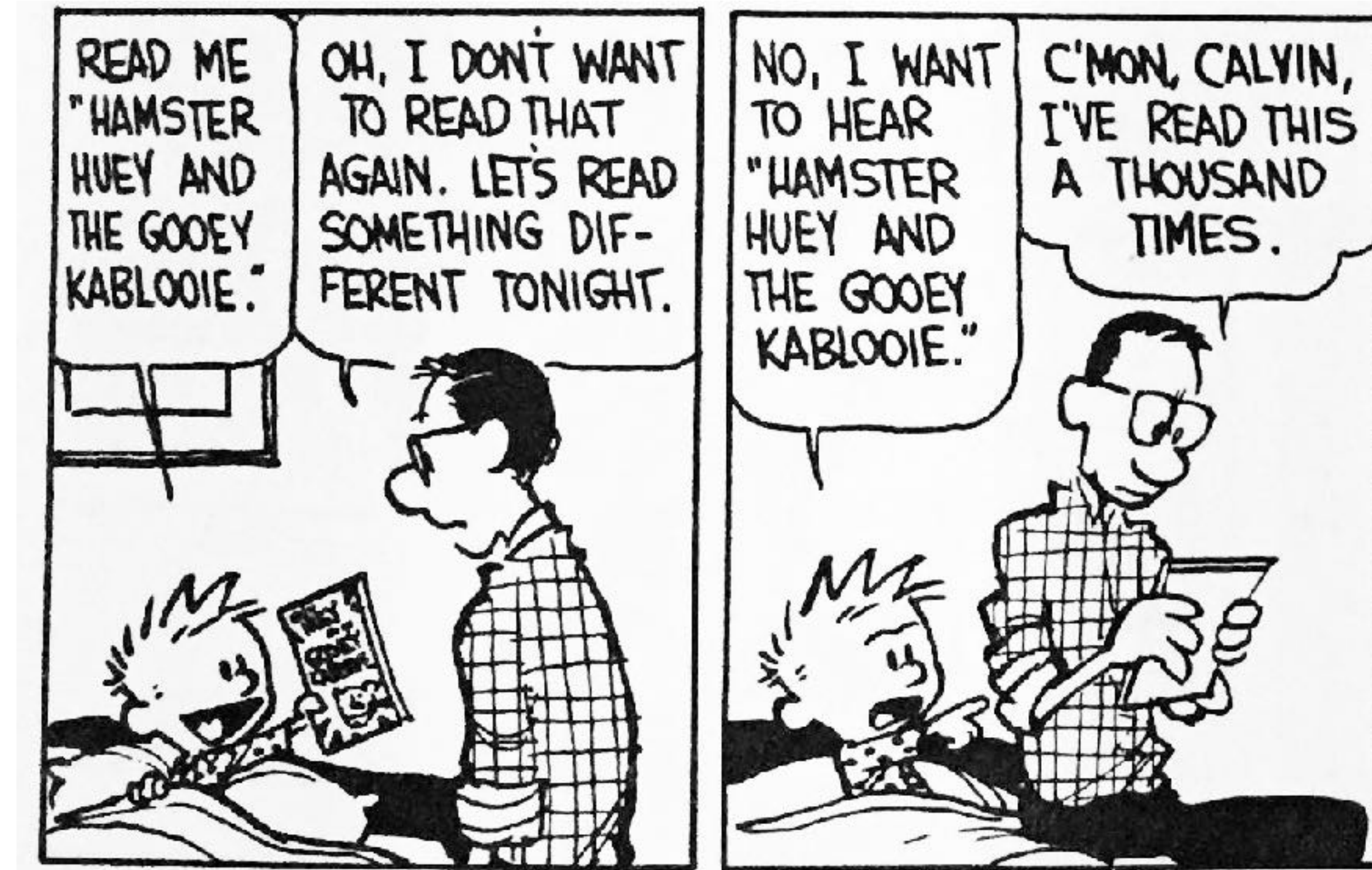
ALIGNMENT
IN TWO STRAIGHT LINES...

- When things line up, they look more related and also more intentional/professional.

- **Takeaway:** Set up consistent margins. Use a grid.

PROXIMITY
DON'T STAND SO CLOSE TO ME

- Things that are close together appear more related than things that are far apart.

- Similarly, things that are connected (with a line in between, or enclosed in a box) appear especially related.

- **Takeaway:** Use these techniques to distinguish between elements.

HOW TO BUILD A
WINNING ADVOCACY STRATEGY

GOAL, IDEA, OBJECTIVE

Define success, identify what you need to track, clarify your purpose.

INFRASTRUCTURE

Identify and implement a robust and flexible CRM that allows you to track actions.

MESSAGING

Develop messaging that people can relate to. Begin to tell your story. Test, test, test. Be sure you know which platform you are messaging for and to use the right resources to convey your message effectively.

CONTENT CREATION

Get your message out there with website, email, social, SEO optimization, video, paid ads.

TYPOGRAPHY

TYPOGRAPHY MATTERS

WITH YOUR HELP

WE'VE FUNDED 24,537 WATER PROJECTS FOR 7 MILLION PEOPLE AROUND THE WORLD.

SEE MORE OF OUR IMPACT

WITH YOUR HELP

We've funded 24,537 water projects for 7 million people around the world.

SEE MORE OF OUR IMPACT

HOW DO I KNOW WHAT FONT(S) TO USE?

- Consult the brand guidelines.

- If you're starting from scratch, 2 important questions when evaluating a font…

DOES IT SET THE RIGHT TONE FOR THE PROJECT?

When in doubt, simple is always best.

CAN YOU READ THE TEXT COMFORTABLY?

This is known as readability.
It's particularly important
for body copy.

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Get your message out there with website, email, social, SEO optimization, video, paid ads.
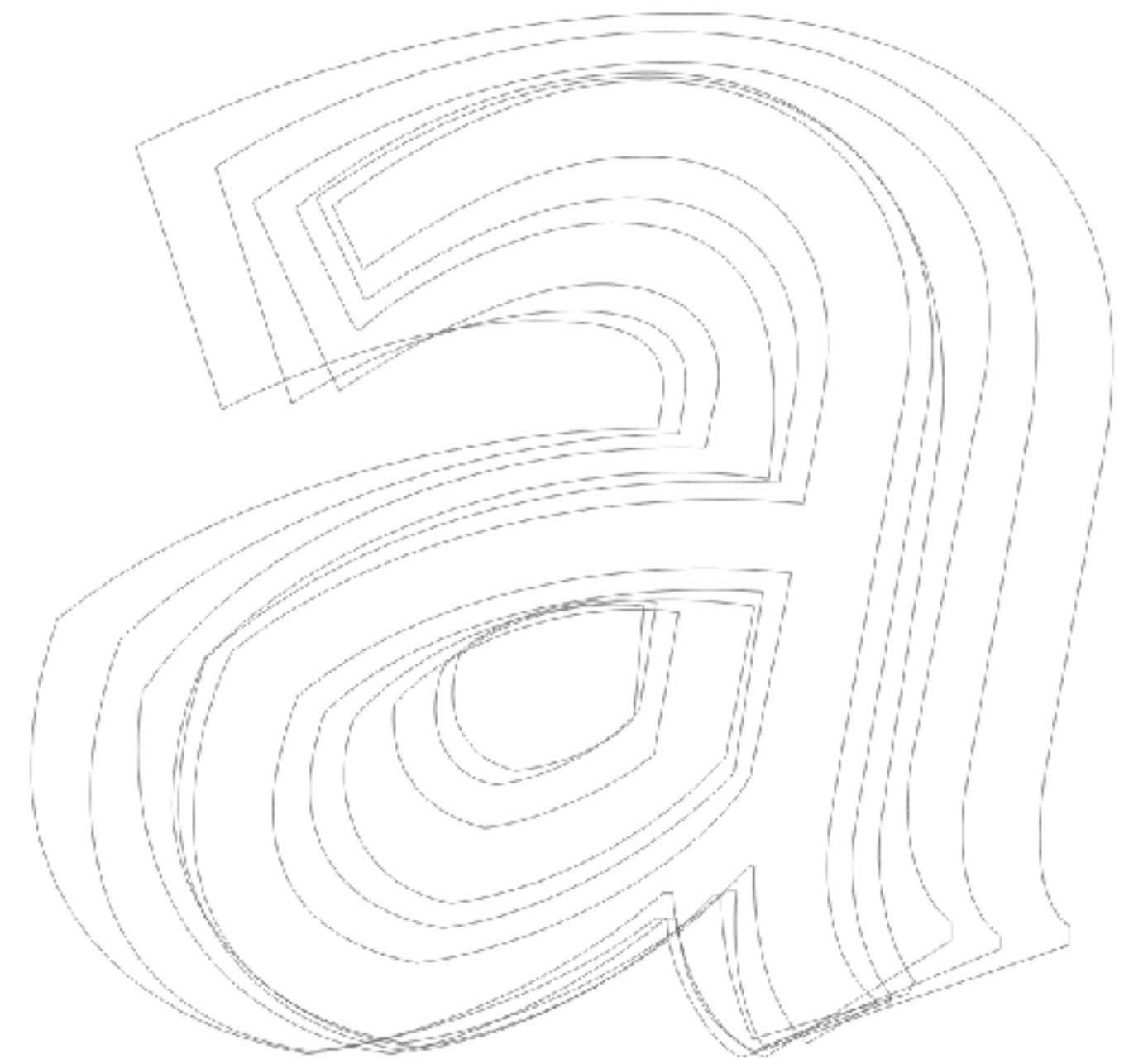
GOOGLE FONTS

- Excellent repository of free fonts.

- Lots of them are great, lots of them aren't.

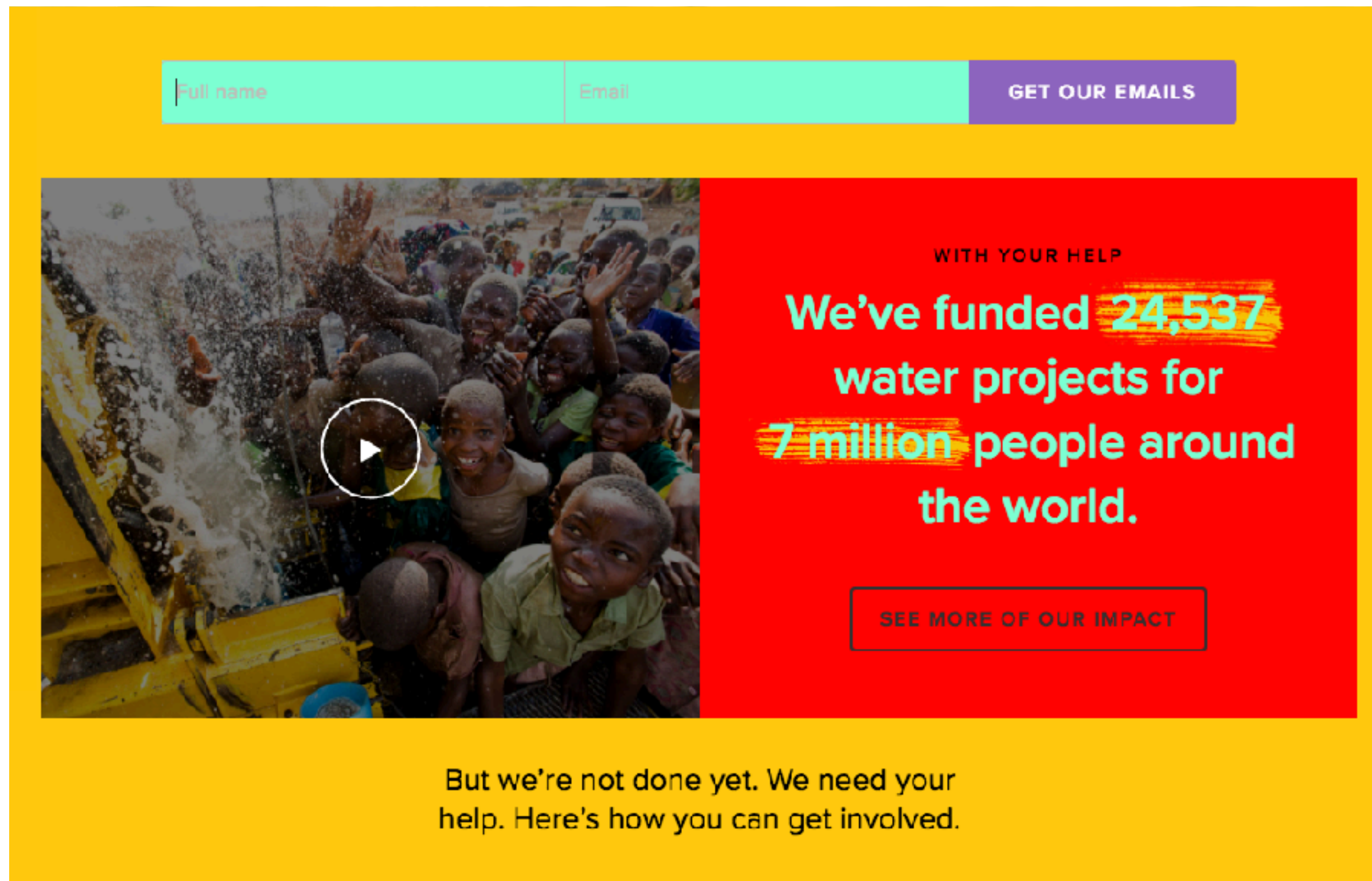- Look for fonts with 4+ styles.
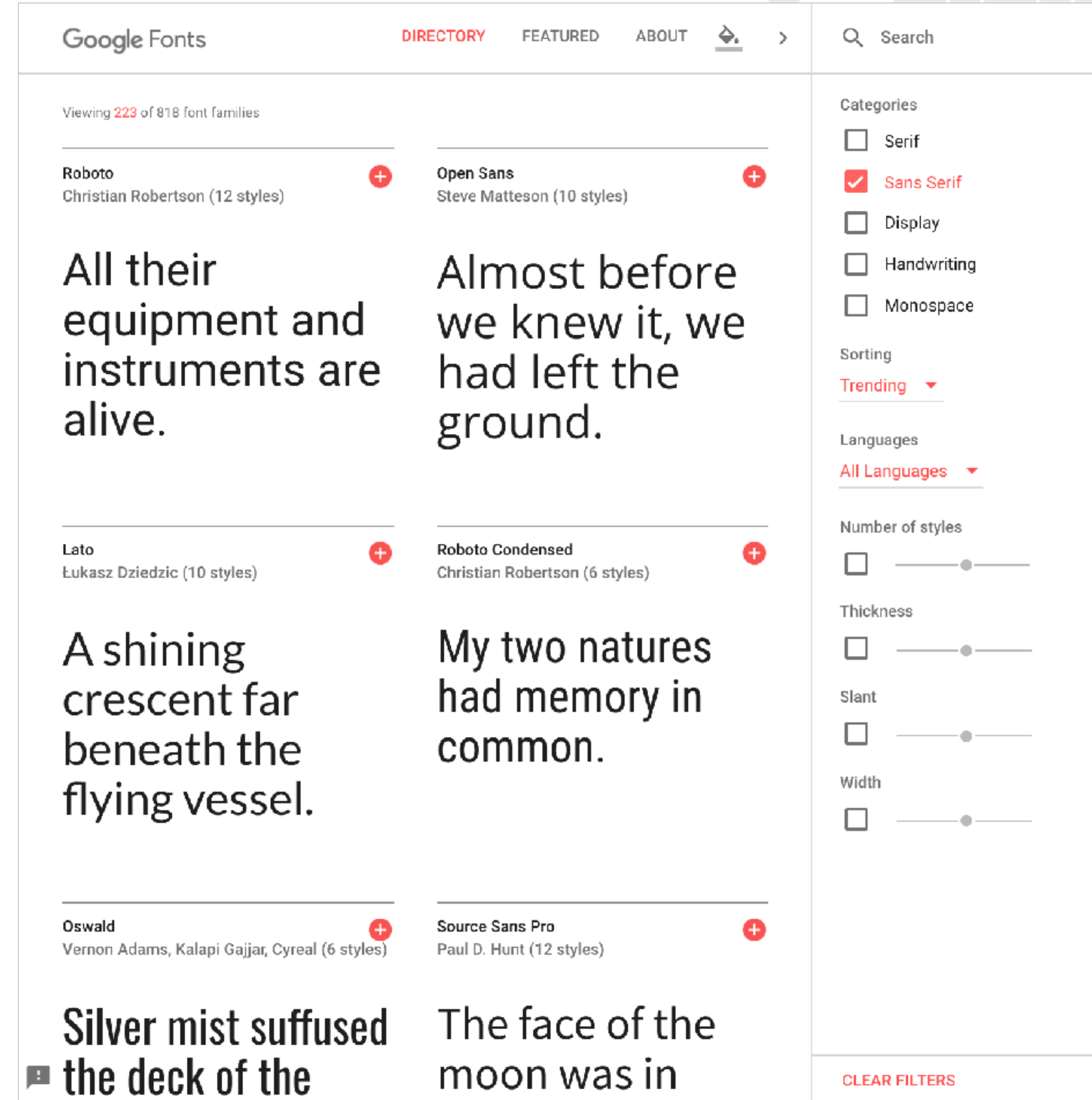
BUTTERICK'S PRACTICAL TYPOGRAPHY

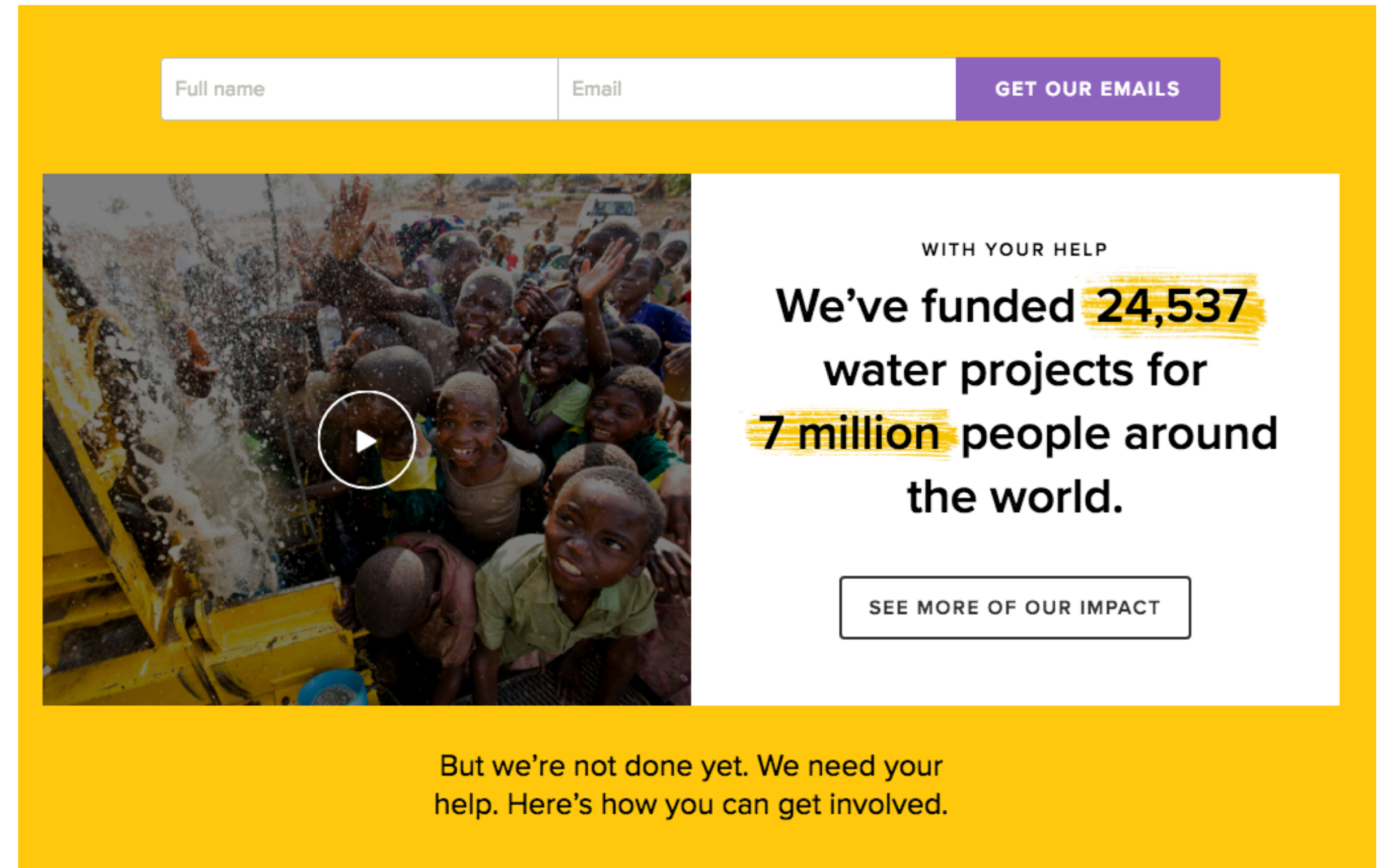Great typography resource for beginners.

COLOR

COLOR SHOULD BE A TEAM PLAYER

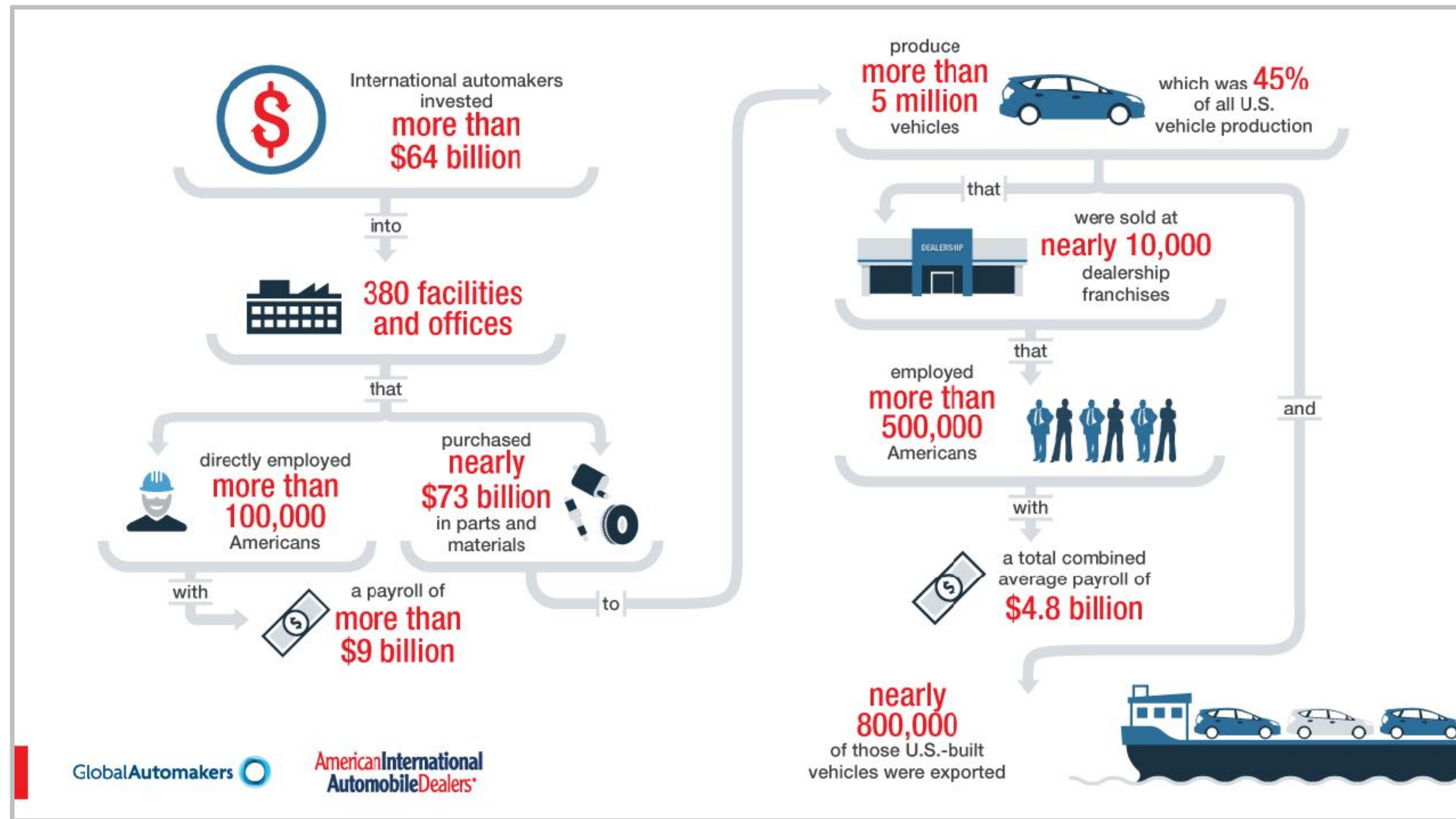Here, color is interfering with our ability to read the content.

Here, color is being used selectively to add contrast and emphasize the content.

2 BIG QUESTIONS FOR SELECTING COLORS

- **Does this color palette set the right mood for the project?** Often this work has been done for you. Consult the brand guidelines.

- **Is the color applied in a way that reinforces the content?** Color should reinforce contrast and hierarchy.

International automakers invested **more than $64 billion**

into

380 facilities and offices

that

directly employed **more than 100,000** Americans

with a payroll of **more than $9 billion**

purchased **nearly $73 billion** in parts and materials

to

produce **more than 5 million** vehicles

which was **45%** of all U.S. vehicle production

that

were sold at **nearly 10,000** dealership franchises

that

employed **more than 500,000** Americans

with a total combined average payroll of **$4.8 billion**

and

nearly 800,000 of those U.S.-built vehicles were exported

GlobalAutomakers

AmericanInternational AutomobileDealers

TAKE ACTION
on Our Important Issue Right Now

LEARN MORE

TAKE ACTION

on Our Important Issue Right Now

LEARN MORE

TAKE ACTION

## on Our Important Issue Right Now

LEARN MORE

IMAGERY

IMAGE CONSIDERATIONS

- What kind of visuals will work best with our content—photos, charts, icons, etc?

- What kind of mood do we want to set?

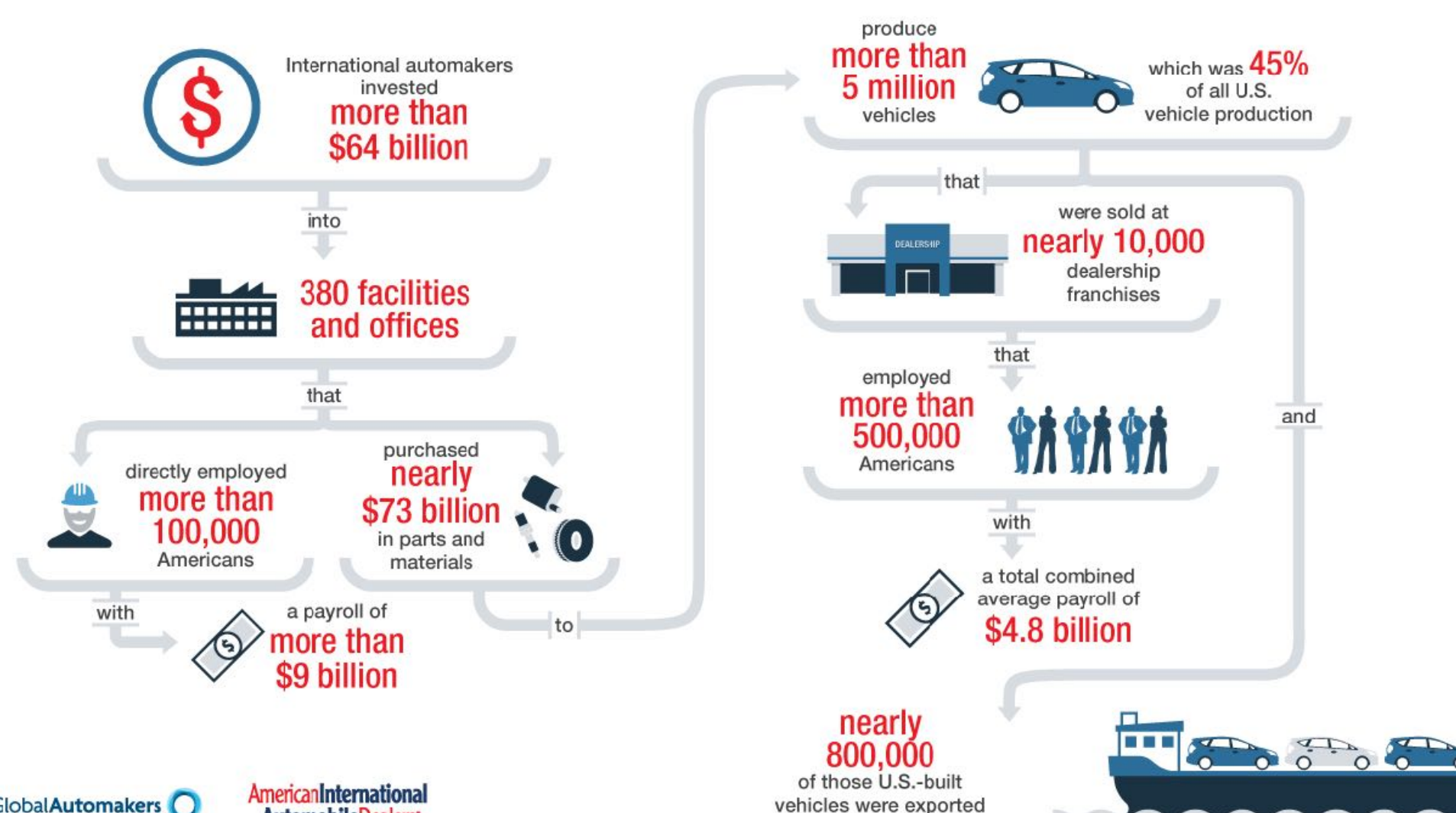- What kind of visuals do we already have access to?

"My iLevel Power Chair has restored my mobility and freedom. Switching to iLevel was like going from an economy car to the deluxe model! When I am out in public, everyone asks me how I can drive so fast elevated. iLevel also takes the stress out of navigating through crowds when I'm out with my family. I cannot image life without it."

— Jay Smith, founder of Every 90 Minutes

QUANTUM® | ALS ASSOCIATION
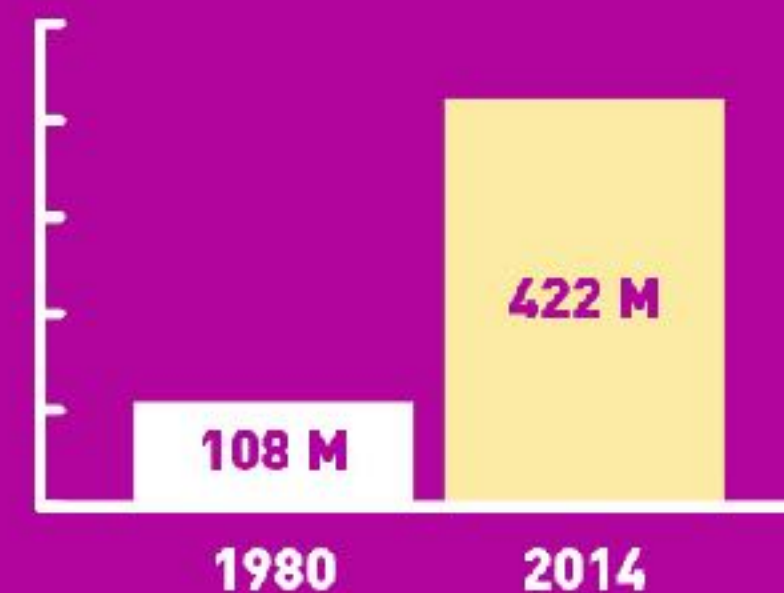
The number of people with diabetes has risen from 108 million in 1980 to 422 million in 2014.

— World Health Organization

108 M — 1980
422 M — 2014

Lilly

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GlobalAutomakers | American International Automobile Dealers®

Why We're Thankful for Medicare Part D

90% of seniors enrolled in Medicare Part D say they are satisfied with the drug plan.

64% of all American seniors are enrolled in Medicare Part D. That's 31 million people!

As of 2011, Medicare Part D had come 41% under its original projected cost.

TOOLS—ASSETS

Icon Sets (free):

fontawesome.com

thenounproject.com

flaticon.com

Image Editors (free):

pixlr.com

gimp.org

Stock Imagery (free):

flickr.com/creativecommons

unsplash.com

Stock Imagery (paid):

istock.com

thinkstock.com

gettyimages.com

PUTTING IT ALL TOGETHER

TOOLS—SOFTWARE

- **Canva**—free; paid service with additional features

- **Sketch by Bohemian Coding**—$99/year

- **Adobe Creative Cloud** (Photoshop, Illustrator, InDesign, etc)—$50/month

CANVA TUTORIAL

canva.com

Download these assets:

https://bit.ly/2sSTSz1

PROJECT PROMPT:

- **What are we making?**
  A Twitter graphic promoting the Digital Media & Advocacy Summit.

- **Who are we making it for?**
  Public Affairs professionals across the U.S.

- **Why are we making it?**
  To promote the summit and ultimately get people to register for it.

IN CONCLUSION

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- Design can be a powerful tool for communicating your message to a broader audience.

- Make sure the whole team takes time to set your strategy at the beginning of a design project, and revert back to it throughout to make sure you're on the right track.

- Keep your design clean, simple, and aligned with your goals, so your message makes an impact!

THANKS!

Johanna Ostrich

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@ostrichInvasion