# Online Graphic Design Quick Tips

## Consistent Design Portrays a Cleaner Message

- The content should tell a single, cohesive story
- Use the same background, fonts, alignment, and colors throughout the presentation
    - Background: Mostly white/light backgrounds. Only use darker backgrounds to convey a certain effect, feeling, or emotion
- Less is more – white space allows important content to be easier to identify
- Use design concepts such as clustering, alignment, and balance to ensure information is "grouped" together.
- If you have a lot of information, choose only the core key points required in the online content and consider including an attachment for users to open/retain for later

## Recommendations for Graphics

- Use similar types of graphics for a consistent look/feel
(use all photos vs. a combination of illustrations/photos if possible)
- When using photos, avoid names/pictures of specific personnel
since positions change often
- Images are communication. All pictures should be relevant to topic/theme
(not just a pretty picture) - this is also important for Fair Use in copyright
- Education falls under Fair Use copyright. We recommend searching for Creative Commons images and avoiding large brands (Disney for example)
    - Go to www.google.com and type in name of photo you are searching
    - Click on Images -> Click Tools button on right ->Usage Rights
    - Click on "Creative Commons licenses" to find pictures
    that may be used legally
- Find pictures with a background that matches the content background
(e.g. white background image for white background content) unless a square is what you want
- **Stay away from clip art** since it tends to get too cartoonish

## Slide-based Content

- If converting PowerPoint to Captivate or PDF: Do not use PowerPoint animation or transitioning since it does not transfer into other programs

# Online Graphic Design Quick Tips

## Type Recommendations

- Use same font/size/alignment for each header/title.
  Headers should be larger/bolder than the body font
- Use same font and size on the body of each page, minimum of 16pt font.
- Different font colors should be limited to hyperlinks or when using a button. This is easier to read and lessens confusion (ie, red isn't good for colorblind learners, different significance in other cultures, etc.).
- **Bold words** when necessary, use sparingly or the impact is decreased. Consider using different weights of the same font (bold, narrow)
- Use a generic phone number or e-mail when applicable (Help Desk, Security, etc.) as names/positions may change over time
- Try to limit title on pages to 3-4 words as a summary of the page
- Bullet points should be limited to 4-6 per slide
  - Use the bullet or numbering formatting in your top tool bar. If you use your own spacing/numbering, the alignment will be sporadic and will cause errors if converted to another program
- Maximum of 3 paragraphs with 3 sentences per paragraph – less is always more
- May use table/columns instead of bullet points when listing items

### Suggested Fonts (at least 16 point)

- Arial (BJC recommended)
- Franklin Gothic
- Gill Sans
- Garamond
- Century Gothic
- Impact (Title Only)

### Do not use "fancy" or "fun" fonts
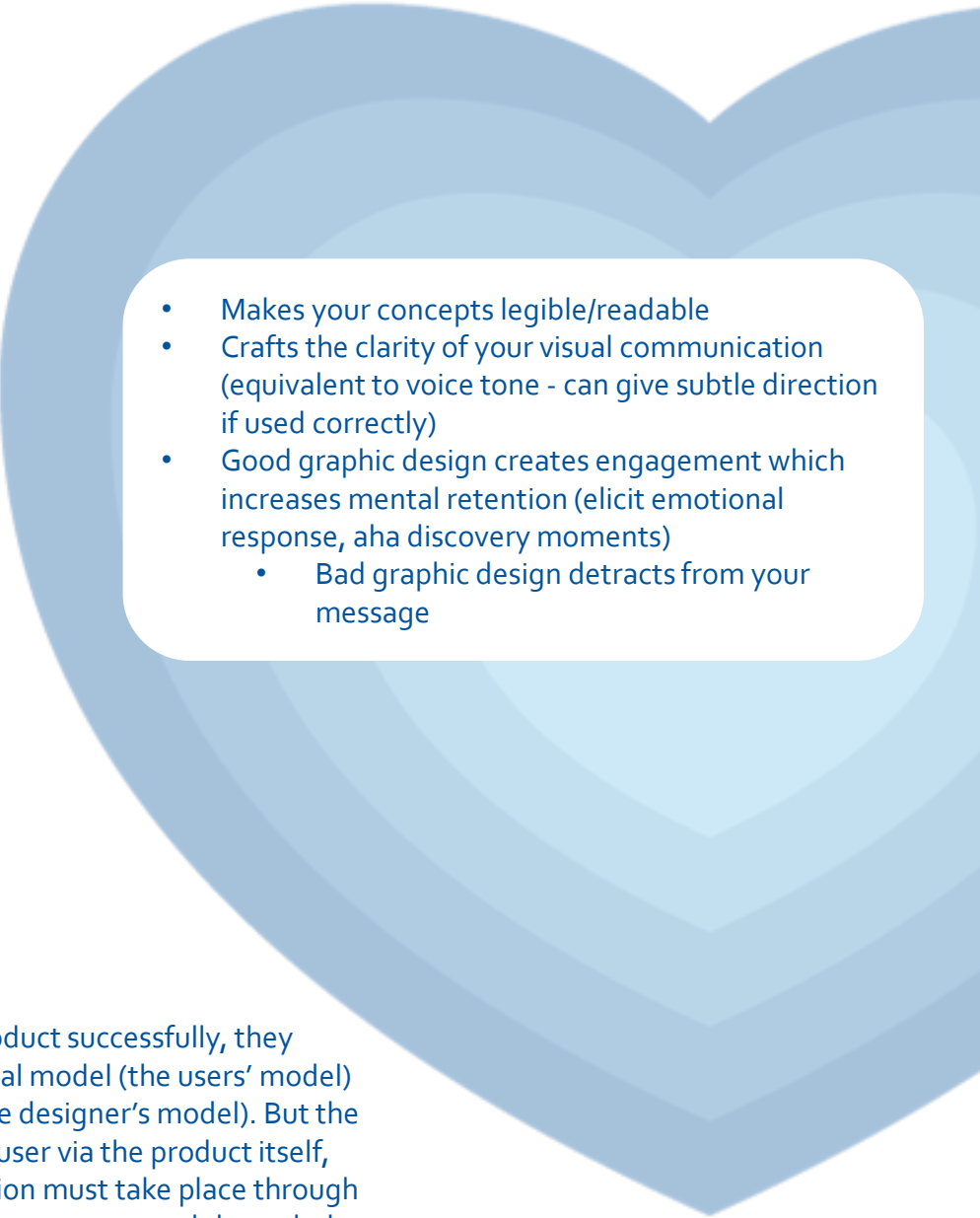for accessibility/readability concerns.

- Comic Sans MS (too childish)
- Goudy Stout (too childish)
- Papyrus (hard to read)
- Freestyle Script (hard to read)
- Old English Text (hard to read)

# GRAPHIC DESIGN

## FOR
# ONLINE

- Makes your concepts legible/readable
- Crafts the clarity of your visual communication (equivalent to voice tone - can give subtle direction if used correctly)
- Good graphic design creates engagement which increases mental retention (elicit emotional response, aha discovery moments)
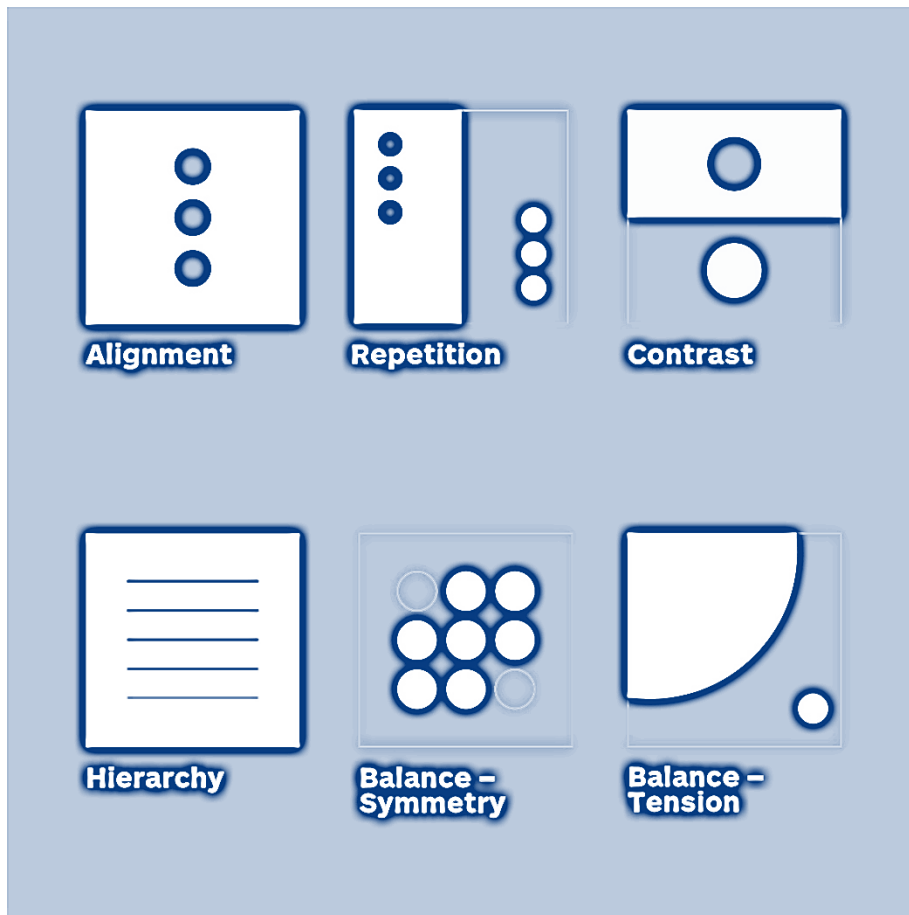    - Bad graphic design detracts from your message

"For someone to use a product successfully, they must have the same mental model (the users' model) as that of the designer (the designer's model). But the designer only talks to the user via the product itself, so the entire communication must take place through the 'system image' – the image conveyed through the product itself."

- Emotional Design, Don Norman

# WHY BOTHER?

100 Things Every Designer Needs to Know about People
(Susan M. Weinschenk, Ph.D.)

# Graphic Design Core Concepts



**7 Basic Elements**

- Line
- Shape
- Color
- Texture
- Type
- Space
- Image

https://www.shillingtoneducation.com/blog/graphic-design-basic-principles/
https://www.skillshare.com/blog/the-seven-basic-elements-of-graphic-design/

# Color

## Backgrounds Affect Colors

## Choices

- High Contrast

- Mid Contrast

- Low Contrast

- Complementary Colors

- Color emotion

- Cultural changes
  ^ spot colors

- (black box)
- Mid Contrast
- Low Contrast
- Complementary Colors
- Color emotion

Color Emotion: Research suggests people make a subconscious judgment about a product within 90 seconds, and 62% to 90% of that assessment is based on color alone, according to CCICOLOR – Institute for Color Research. https://www.invisionapp.com/inside-design/understanding-color-theory-the-color-wheel-and-finding-complementary-colors/

## Accessibility

- Color blindness: Use an additional method for callouts, not just color

Chromostereopsis

Chromostereopsis

- Poor eyesight:
  Larger fonts, higher contrast

Which background color is best?

Close to 10% of people are color blind. Colorfilter.wickline.org can check websites for color blindness. You can check images at http://www.color-blindness.com/coblis-color-blindness-simulator/
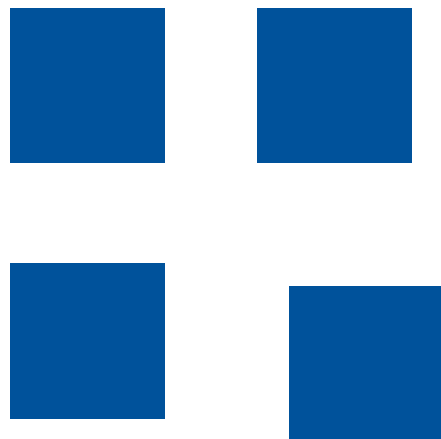
# Spacing

**Lines**

**Clustering**

**Alignment**

Human brains LOVE patterns, so will make them even if they don't see them.

Which square is the most important on this slide?
Why? Is there a different one? What about second most important?
Which one bothers you the most?

- You should have 1 thing on the page that is the most important)

My #1 Trick to making anything look better is using the Align tool.

# Typography

## Sizes

- 8
- 12
- 16 <- Minimum
- 18
- 24
- 36
- 72

## Typefaces

- Arial
- Arial Narrow
- **Arial Black**
- Garamond
- Corbel
- Tw Cen MT
- Aharoni
- Comic Sans
- Papyrus

## Spacing

- Line Height
- Bullet spacing
- K e r n i n g



IF YOU REALLY HATE SOMEONE, TEACH THEM TO RECOGNIZE BAD KERNING.

*If it is hard to read, people think it's hard to do*

Note how "junky" this screen looks! If I just handed it to you, would you understand?

Sizes – 16 minimum because it's the same size as 12 point, which is the recommended smallest size for paper.

Typefaces – stick to 2 fonts MAXIMUM – preferably just use 1 font with different weights

The font chosen for Managing Learning is Corbel – it's a clean font readily available on all computers.

Since we do a LOT of instructional text, you want to make sure it's as clear to read as possible to increase understanding.

# Images



Types of Abuse
Click on the type of abuse the scenario describes

Scenario #4
You walk in your patient's room and you find the six-year-old little boy curled up and rocking in bed. As you talk to him, you realize he struggles to answer basic questions with simple sentences. When you try to take his vitals he has a tantrum that seems to come out of nowhere, and acts as if he's going to bite you when you try to take his temperature. Once he finally calms down, he becomes extremely passive. His parents visit for a short time but he doesn't appear to interact with them and doesn't seem concerned when they leave. You ask yourself, "why would a six-year-old act like this?"

Physical Abuse

Emotional Abuse

Sexual Abuse

Neglect

What emotions are elicited by these images?

Would it be appropriate to use photos in a course on abuse? How might that make you feel?

Illustration allows us to "distance" while photos (especially of someone looking at us and smiling) allow us to connect.

When using photos consider your audience and diversity, equity, and inclusion concepts. Don't choose homogenic photos (where everyone is the same age/ weight/ race/ height/ gender), even if diverse photos are hard to find, they allow a broader audience to "see" themselves in your content.



BJC - CONNECT Communication Model

0% COMPLETE

CONNECT Communication Model

Section 1 of 7

01:00

CONNECT Communication Model

Commit

Connect

Exchange

Close

Thank

Conclusion

The need for people to connect is universal. As humans, we need to connect to feel valued and supported. Building a connection with another person - whether it's a patient, a family member, colleague, or with a member of our community - is critical to providing effective healthcare.

When we want to truly communicate, we need to connect first.

We are BJC Healthcare leaders and team members working together to effectively solve problems, and deliver safe, compassionate care.



I'm just here to get your attention. I'm not actually relevant to this conversation.

# Copyright

## Fair Use

To determine whether a proposed use is a fair use, you must consider the following four factors:

**1. Purpose:** The purpose and character of the use, including whether such use is of a commercial nature, or is for nonprofit education purposes.

**2. Nature:** The nature of the copyrighted work.

**3. Amount:** The amount and substantiality of the portion used in relation to the copyrighted work as a whole.

**4. Effect:** The effect of the use upon the potential market for, or value of, the copyrighted work.



**gettyimages**

Partners, a statue of Walt Disney and Mickey Mouse, sits i

UNITED STATES - AUGUST 31: "Partners," a statue of Walt Disney and Mickey Mouse, sits in front of Cinderalla Castle at Magic Kingdom, part of the Walt Disney World theme park and resort in Lake Buena Vista, Florida, U.S., on Monday, Aug. 31, 2009. Walt Disney Co. said it agreed to buy Marvel Entertainment Inc. for about $4 billion in a stock and cash transaction, gaining comic book characters including Iron Man, Spider-Man and Captain America. (Photo by Matt Stroshane/Bloomberg via Getty Images)

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# Hueristics

**Links**

- Is this a link?
- Is this a link?
- Is this a link?

**Buttons**

Is this a button?

Is this a button?

Is this a button?

Hueristics are the mental shortcuts our brain uses for quick decision making

When something doesn't work as expected, it creates a negative association for the user.

On the flip side, heuristics are shortcuts, stereotypes – use them if they're helpful, but be aware they can cause cognitive bias. We need to balance that with cognitive overload.



Ceci n'est pas une pipe.

**Reduce Mental Load**

- Don't make me think!
- Give me what I know
- Attention is finite

What does this do?