

GLORIA SHIELDS WORKSHOP 2023

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# DIGITAL GRAPHICS

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# YOUR INSTRUCTOR!

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## CONTACT INFO

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You can also find these slides and  
other resources at:

[bit.ly/gsw-design](https://bit.ly/gsw-design)



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## SQUAD GOALS!

There are a few things to strive for when you create graphics, especially if you've got multiple mediums to deal with:

- ▶ Recognition by your audience
- ▶ Consistency and simplicity
- ▶ Readability
- ▶ Versatility

**WHAT ARE SOME THINGS  
THAT MAKE PEOPLE GO “OH  
YEAH, THAT’S YOUR SCHOOL!”**



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# INSTANT RECOGNITION

Things to consider:

- ▶ Your mascot / seal / logo
- ▶ Colors
- ▶ Geographical location
- ▶ Mottos / sayings / words associated with your school

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**“MOMMY, ARE WE GOING ON  
THE PLANE WITH THE BLUE  
MAN?”**



© Colin Brown

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## CONSISTENCY AND SIMPLICITY

Starting from the things that make you recognizable, aim to use elements that reinforce these visual ideas! It also makes your life easier because you can create templates and don't have to think too much when creating content!

- ▶ One main typeface and maybe one more alternate
- ▶ Consistent use of color
- ▶ Consistent placement of any logos / school names



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# READABILITY

Don't make people strain too hard to read your stuff! You only have a short time to catch their attention.

- ▶ Pay attention to contrast and color
- ▶ Don't overwhelm people with too much text
- ▶ Pay attention to type sizes
- ▶ Pay attention to photo cropping
- ▶ Don't be afraid to use multiple slides on social media

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# READABILITY

- ▶ A great post about how people read on social media in particular
- ▶ Should you pick a font willy-nilly? Probably not.
- ▶ Size matters when it comes to creating graphics for the web (or anywhere else you want to catch attention, really)

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# VERSATILITY

- ▶ Think about different text placements on a photo
- ▶ Create templates to make your life easier
- ▶ Know your file formats so you can use your graphics both online and in print
- ▶ Be aware of file sizes so your stuff can be used in multiple places correctly
- ▶ Put all your assets and templates in a place people can access them easily

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# RESOURCES

- ▶ [Colorzilla](#) - color picker for finding out what colors are used on a website (Chrome and Firefox extension)
- ▶ [Adobe's color palette generator](#)
- ▶ Contrast checker tool for [Mac](#) and [Windows](#)
- ▶ [Google Fonts](#)
- ▶ [The Noun Project](#) - icons for days
- ▶ [Sprout Social social media size guide](#)
- ▶ [What the Font](#) - Find out what font is used from a screenshot or image
- ▶ [Fontanello](#) - Chrome extension to figure out fonts on a website
- ▶ [Free online image background remover tool](#) / [free image cleanup tool](#)

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# GREAT EXAMPLES!

- ▶ [WLRN social media](#)
- ▶ [KUNC Instagram](#)
- ▶ [Chris Do on Instagram](#)
- ▶ [USC identity guide](#)
- ▶ [Style guide sample](#)