The easiest design to make was the square post as I could use a quote and reference a well known artist. This makes it easier to build a content around it because the person or reference itself becomes a big part of the material. To keep the brand uniform, I used my logo in all the materials, and similar design styles using the colors and typography I chose. I ensured hierarchy by using different sizes of fonts, and using the visual weight of each element as a guide for the viewer's eyes to view the elements in an order that makes sense. Creating social media graphics takes a lot of effort and figuring out how to connect what you want to show and how to make it attractive to your potential audience.