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# Graphic Design: Tips & Tools for the Non-designer

mParks Conference 2018

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# My Background



WAYNE STATE  
UNIVERSITY





## Intro

- Not a teacher. This is a first. Be gentle. Let's journey together, treat it like a conversation, and break if necessary.
- Theme for today: *If you don't have it, "steal it"*.

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# Basic Design Principles

# What is Graphic Design?



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**Graphic Design** is the process of visual communication, and problem-solving through the use of type, space, image and color.

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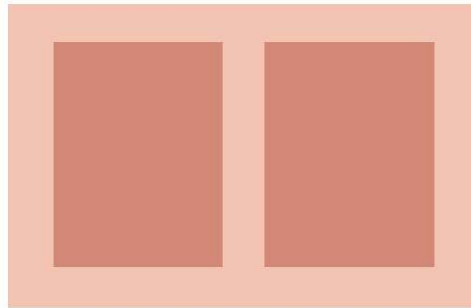
# 7 Graphic Design Principles to Up-Level your Graphics

Free Cheat Sheet from <http://mariahalthoff.com/>

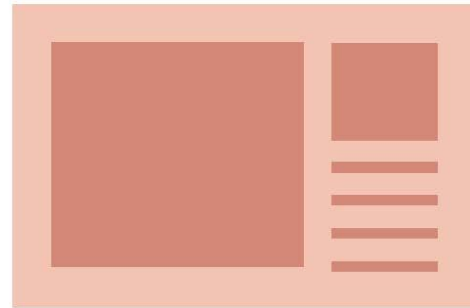
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## 1 | Balance

Your graphics need to have a sense of balance. This isn't to say that each side needs to be perfectly symmetrical, but the amount of visual weight on each side should feel cohesive and intentional to create this feeling of balance.



SYMMETRICAL BALANCE



ASYMMETRICAL BALANCE



Roxy 100 echo ultramarjona

COGITATUR

**COGITATUR**

—•— ESENCJA KULTURY W MIEŚCIE —•—

WYJĄTKOWY KLUB MUZYCZNY • TEATR • RESTAURACJA • KATOWICE, UL. GŁIWICKA 9A

**otwarcie 19.10.2006**

**Lech Janerka** g.: 20<sup>00</sup> bilety: 20<sup>(studenci)</sup>/25zł

Po koncercie autografy i spotkanie z fanami.

He had a scheme.  
She had a motive.

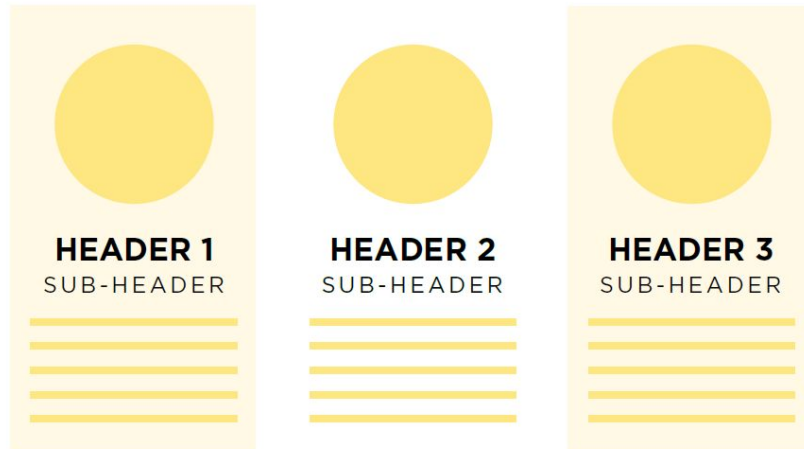
DEMI MOORE MICHAEL CAINE

**Flawless**

THE NEW YORK TIMES BESTSELLING NOVEL BY MICHAEL CROTTON  
A NOVEL BY THE AUTHOR OF THE UNDISCOVERED COUNTRY AND THE UNDISCOVERED COUNTRY  
CASTING BY JANE FORD AND CLARE HARRIS  
PRODUCTION DESIGNER JOHN WOODS  
DIRECTOR OF PHOTOGRAPHY JOHN DAHL  
EDITED BY JAMES HAMILTON  
EXECUTIVE PRODUCERS JAMES HAMILTON AND JAMES HAMILTON  
PRODUCED BY JAMES HAMILTON  
WRITTEN BY JAMES HAMILTON  
DIRECTED BY JAMES HAMILTON

## 2 | Proximity

Proximity is when you group related items together so that it is visually clear they're related. This helps create organization within your graphic which causes information to be remembered more easily. Our brains love organization, so when a graphic is organized appropriately, it's both visually appealing and easier to consume.





### Relational Design

#### ABOUT US

Helen & Hard was founded in 1996 in Stavanger on the west coast of Norway by Norwegian architect Siv Helene Stangland and Austrian architect Reinhard Kropf. Today, the company has a youthful staff of 20 drawn from 10 different countries, with offices in both Stavanger and Oslo.

We design in different scales and scopes, on a wide spectrum of projects ranging from single family houses to large public buildings, from offices and multi-family housing projects to master planning.

We aim to creatively engage with sustainability, not only in the design of spaces, but also in the conception and organization of the design process, including construction and fabrication. Our goal is to move away from a solely technical and anthropocentric view, allowing the project to unfold in relation to its physical, social, cultural and economic context.

Helen & Hard is advised by the following board members:

Peter Skjerve, screenwriter  
Herman Blument, engineer, Creation Hoz  
Marina Sandvick, CEO, Sandvick Publishing

#### AWARDS & COMPETITIONS

- Architect A+Award Jury Winner (Typology Categories, Multi-Line Housing - High Rise) for Furudeskogen 2015
- Tripsram 2013 (Norwegian National Timber Award for extraordinary and innovative timber architecture)
- Nominated for Miles van der Rohe Award 2013
- Steners Byggekvalitet (Norwegian National Award for Good Building and Environmental Design) for the Vennesså Library and Cultural Center, Norway, Oslo, 2012
- One of 6 winning practices of WAN's 21 for 21 Awards 2012
- Steners Byggekvalitet (Norwegian National Award for Good Building and Environmental Design) for the Prekestolen Fabrikke (Pulp) Rock Mountain Lodge, Norway, 2009
- Chicago Athenaeum Museum of Architecture and Design Green Good Design Award, 2010
- Silver Medal (medium scale category) for the Norwegian Pavilion at Expo Shanghai
- One of 8 European firms exhibited in "New Trends in Architecture", Tokyo 2008
- Short listed for the International Chemshov Prize in 2006 and in 2010
- Short listed for the Scandinavian Forum Prize
- Wallpaper's "Up and Coming" in 2008
- NA's prize for "Young Architects 2004"
- Norsk Form's Award for Young Designers 2001

#### COMPETITIONS

- 1st: Bergstad France Park in Stavanger, 2014
- 1st: Office Building for Svebb Elend AS in Stavanger, 2014
- 2nd: Skott Headquarters in Stavanger, 2014
- 1st: Væringelien, jarmussat, kindergarten and administration building, 2013
- 1st: Cultural House & Library in Vennesså, 2009
- 1st: Norwegian Pavilion, Expo Shanghai, 2008
- 1st: Experience Center at Fjellin, Bergen, 2007
- 1st: Cultural House at Flekkefjord, 2007
- 1st: New Hotel at Pulpst Rock, 2005

#### EXHIBITIONS

- Century of the Child: Growing by Design, 1900-2000 Exhibition, MOMA, New York 2012
- New Nordic: Architecture & Identity, Louisiana Museum of Modern Art, Copenhagen 2012
- Architecture of Consequence Exhibition, National Museum of Art, Architecture and Design, Oslo 2012
- Living Frontiers of Architecture, Louisiana Museum of Modern Art, Humlebak 2011
- Exhibition of Contemporary Norwegian Architecture 2005-2010, Oslo 2011
- Construction with Timber, Munich 2011
- Geopark Model acquired by MAAK, NYC 2011
- Lisbon Triennale, Lisbon, 2010
- Building Blocks, Stockholm, 2010
- Nordic Models + Common Ground, NYC, 2010
- 1:1 Architects Build Small Spaces, V&A, London, 2010
- Nordic Landscapes, Shanghai, 2010
- Silver Medal (medium scale category) for the Norwegian Pavilion at Expo Shanghai
- Contemporary Housing, Bordeaux, France 2008
- Manifesta7, Bolzano, Italy 2008
- Norwegian Wood, National Museum of Art, Architecture and Design, Oslo 2008
- Industry, Gallery 0047, Berlin, Oslo 2008
- Danstuden Drama, Gandy Gallery, Sariniska 2008
- Exhibition of Contemporary Norwegian Architecture 2000-2005, Oslo
- New Norwegian Architects, Venice Biennale, Italy 2006
- Oslo Triennale, Skar 38, Oslo 2003
- Pilserving, Norsk Form 2001 Museum, Oslo 1998
- Galerie of Architecture, Paris 2000
- 20 under 40, Oslo, Norway, 1998, 2004
- Alice in Wunderland, Galleri Rom, Oslo 1996
- Self-Made, Grazer Kunstverein, Graz 1995

## CREATIVE SERVICES

### FOR THE DESIGN-CHALLENGED DEVELOPER

As a developer, you're an extremely creative individual. Getting your websites to behave in Internet Explorer is proof enough... you are creative. Even so, you may not have the time or know-how needed to get the design of your site looking as clean as your code. That's OK. I take design as seriously as you take your markup. Have a look around, and get in touch if you think we'd work well together.



#### CAMPAIGN MONITOR

December 2008

Jesse is an incredibly talented designer. He has a knack for transforming even the most mundane requirements into something beautiful.

**Dave Greiner**  
Campaign Monitor



#### MOBILE WEB DESIGN

August 2007

Jesse is one of the most gifted and sought-after web designers on the planet. I have no reservation entrusting him with my projects.

**Cameron Moll**  
Cameron Moll Inc.



#### GLOBE INVESTOR

February 2009

What sets Jesse apart is his ability to really hear and understand what is required and from that, produce beautiful work.

**Mike Pletch**  
The Globe & Mail

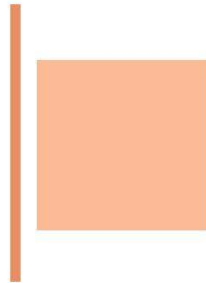


{ CREATIVITY BOTTLED FRESH DAILY }

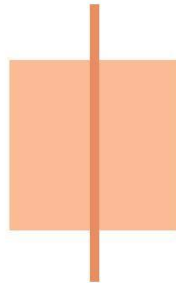
>>> Screenshot of Helen & Hard's "About" page.

### 3 | Alignment

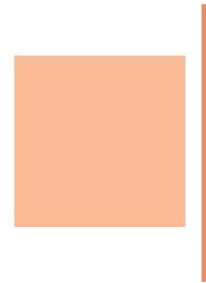
Every design element placed in your graphic should be visually aligned to something else on the page. Whether that's the side of the page, the edge of an image, the text that's above it, etc. Nothing should be placed arbitrarily on the page. This is probably the #1 beginner mistake I see in graphics and possibly the easiest to fix.



**LEFT ALIGNED**



**CENTERED**



**RIGHT ALIGNED**

INDULGE  
IN  
**CHOCOLATE**  
PURE  
DECADENCE

# LAND!

## PIONEERS OF CHANGE

**GOVERNORS ISLAND  
NEW YORK  
SEPTEMBER 11-13/18-20**

## 11 OFFICERS' HOUSES

Reunite the **Pioneers of Change**, a festival of Dutch design, fashion and architecture celebrating 400 years of Dutch-American friendship. See latest plans and experience former 11th Airborne Cavalry Regiment barracks at Nolan Park, Governors Island, New York. This year will showcase and create by Norm Harbeson, an Orange County, CA, based, residential design company, Philly.

Over the course of the event, attendees will enjoy guided tours, which are complimentary. Submissions accepted until 10:00 AM, 10/18. Lotter and details, visit [land.org](http://land.org) and participate, vote and share via [www.land.org](http://www.land.org), tag #land, #NY100week.

## AT NOLAN PARK

and simply enjoy. Don't miss the pop-up store of affordable Dutch design items, at under \$100 dollars. **Pioneers of Change**, as part of the celebration during NY100week, showcases a more sustainable and sustainable approach to living by embracing the beauty of New York high-tech, showcasing new technologies, showcasing sustainable, progressive architecture and design, historical and historical context. Learn to apply the history of the island to your own life. The celebration will be held at Nolan Park, Governors Island, New York. Details and more information, visit [www.land.org](http://www.land.org) and tag #land, #NY100week.

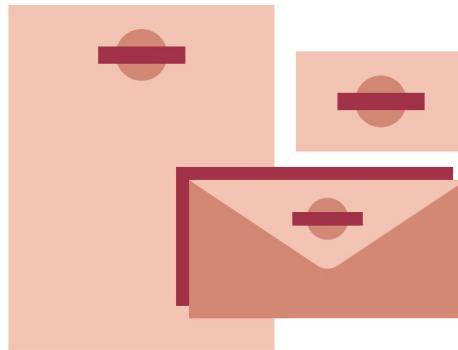
## GOVERNORS ISLAND

**NY100 WEEK**  **THINK**

**Pioneers of Change** was selected by the State and the City of New York to be the most innovative and sustainable approach to living by embracing the beauty of New York high-tech, showcasing new technologies, showcasing sustainable, progressive architecture and design, historical and historical context. Learn to apply the history of the island to your own life. The celebration will be held at Nolan Park, Governors Island, New York. Details and more information, visit [www.land.org](http://www.land.org) and tag #land, #NY100week.

## 4 | Repetition

Repeating certain characteristics (ie. fonts, colors, layouts, design elements, etc.) within your design will keep the design unified and cohesive. This then creates a visual theme that creates this unification and consistency. This is especially helpful when designing multiple related graphics or a multipage document because the repetition of design elements will tie them all together and make them feel unified and consistent. Repetition is also the number one way to create a recognizable brand identity.





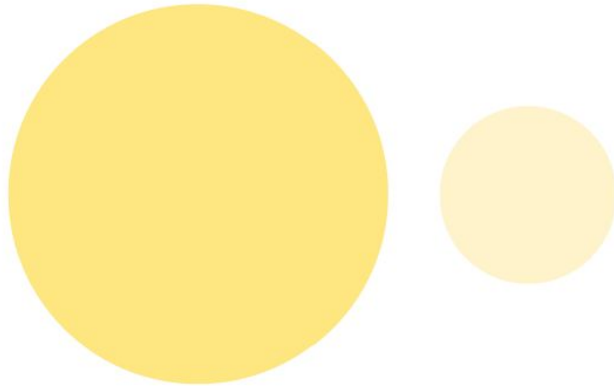
Girl Scouts®



Patterns and  
Repetition  
Within  
Music

## 5 | Contrast

If two items are not exactly the same, make them different. And in most cases, make them really different (while still keeping them within the same visual theme, of course). This creates more interest on the page and makes certain elements stand out among the rest. This also creates visual hierarchy, which aids in the organization of the graphic (we'll get to hierarchy in a second).







MELBOURNE  
FOOD & WINE  
FESTIVAL  
8-14 OCTOBER  
2007

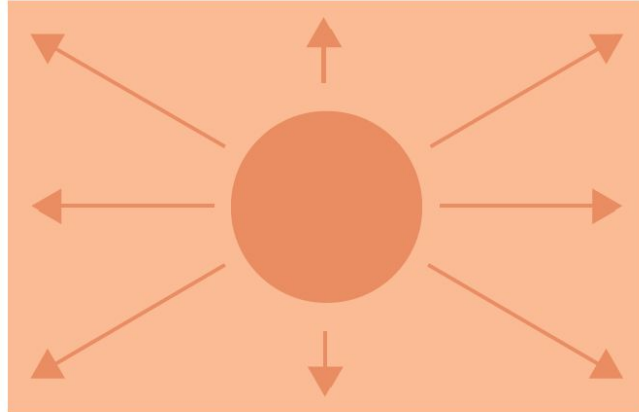


THE AGE  
GOOD  
FOOD  
GUIDE  
2007

[www.foodnwine.com.au](http://www.foodnwine.com.au)

## 6 | White Space

"White space is the art of nothing" – I have no idea who said that but it wasn't me so I put it in quotes. Nonetheless, I thought it was a great way to describe this concept. White space is the absence of text and graphics. This can also be referred to as negative space and therefore, doesn't actually have to be white. White space can be whatever color the background is.



La voce della luce  
Federico Fellini

a cura di Vittorio Gacci

Interventi di G. Angelelli  
V. Gacci, T. Guerra  
A. Lattuada, T. Dell'Colli  
D. Di Palma, G. Rotunno



stak di luce



● ORIGAMI  
workshop  
*11-12 November*

**COOKING**  
BACK TO BASICS



[BACKTOBASICS.COM/COOKING](https://backtobasics.com/cooking)

## 7 | Hierarchy

The definition of hierarchy is "a system or organization in which people or groups are ranked one above the other according to status or authority."

**Hierarchy**, when implemented, literally creates a path for your eye to move around the page. Yes, you can in fact control how the viewer consumes your graphics. Viewers will start with the most dominant feature of your graphic, then move to the next dominant, and the next until they've looked over the entire thing.



Level One Headings

Level Two Subheadings

Level Three Body Copy

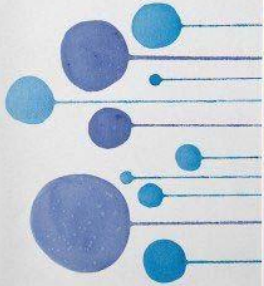
Byline Name

## Plant Design Dives into the Athabasca Oil Sands Tailings Ponds

"Nothing worth doing is ever easy. This is particularly the case in Plant Design."

Every year, about 100 million tons of the waste product of oil sands extraction is dumped into tailings ponds. The ponds are a major environmental problem because they contain toxic substances and are a source of water pollution.

In the United States, the oil sands industry has been successful in getting its waste dumped into tailings ponds. However, in Canada, the industry has been less successful. The Canadian government has been forcing the industry to find a way to deal with its waste.



The waste is toxic and can pollute the environment. It is a major environmental problem because it contains toxic substances and is a source of water pollution. The waste is a major environmental problem because it contains toxic substances and is a source of water pollution.



Stuck? Sometimes the solution lies in reframing the question itself.

BY VINCENT CARO

There are many ways to think differently. Some people think differently by looking at a problem from a different perspective. Some people think differently by asking a different question. Some people think differently by reframing the question itself. Some people think differently by looking at a problem from a different perspective. Some people think differently by asking a different question. Some people think differently by reframing the question itself.

## ELECTION 2012 FIGHTING FOR EQUALITY ON THE CAMPAIGN TRAIL

LGBT equality has come a long way in recent years, but promoting our community and ensuring our progress depends on who we elect to office. All forms of government, big or small, are made up of individuals. It's time for our political leaders to stand up for our rights and ensure a better future for all.



## MARRIAGE EQUALITY TAKES CENTER STAGE

**Historic Year as the Supreme Court**  
In the wake of the historic Supreme Court ruling on same-sex marriage, the fight for equality is taking center stage. The Supreme Court's decision is a landmark moment in the history of the United States. It is a landmark moment in the history of the United States.

**NOM: Still Hating After All These Years**  
The Supreme Court's decision is a landmark moment in the history of the United States. It is a landmark moment in the history of the United States.

### Re-elected the Most Pro-LGBT President in History

President Obama has been elected and re-elected to office. He has been elected and re-elected to office. He has been elected and re-elected to office. He has been elected and re-elected to office.

**THE SELECT "MARRIAGE VOTE"**  
The Supreme Court's decision is a landmark moment in the history of the United States. It is a landmark moment in the history of the United States.

What do actor Kristen Bell, U.S. Mayor Antonio Villaraigosa and the Cleveland Browns have in common?

### THEY SUPPORT MARRIAGE EQUALITY.



Added Our Support in Other Key Races

SEN. FRANK RAYBURN	SEN. BOB CORKER	SEN. BOB CORKER
SEN. FRANK RAYBURN	SEN. BOB CORKER	SEN. BOB CORKER



## Tip

→ **Don't get intimidated by the concepts. Strip it down to some basics and start your journey there.**

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**“Oh, I love that font.”**



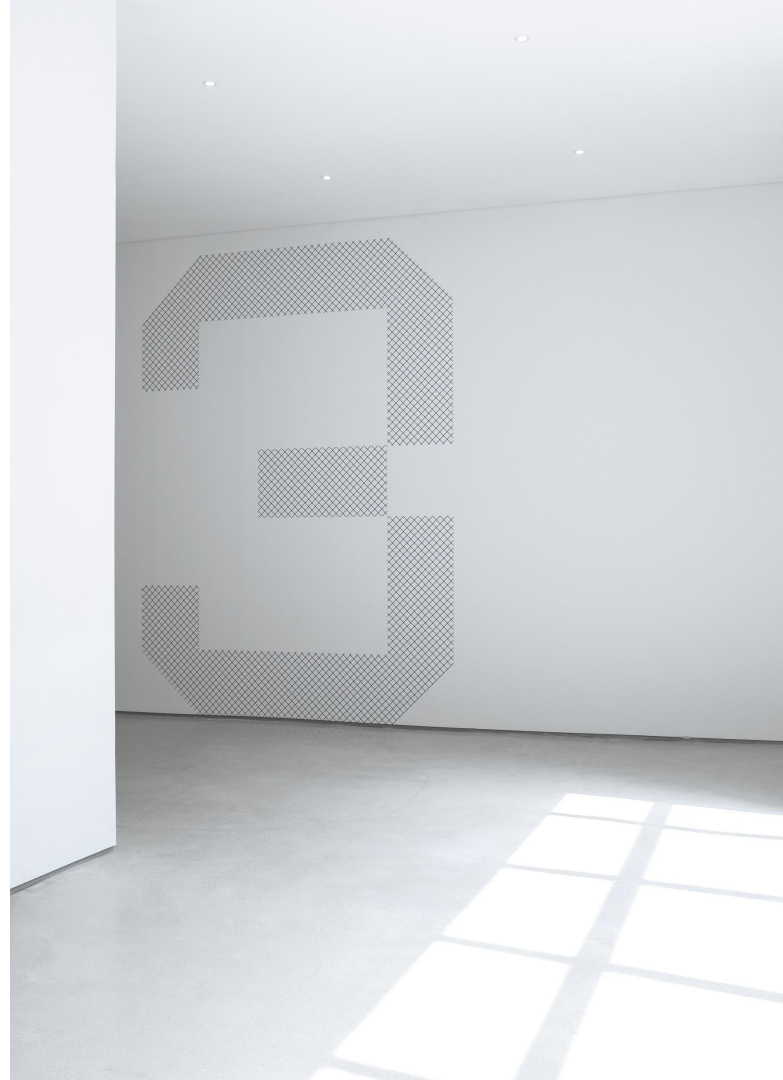
# Fundamentals

- Type is fundamental part of design
- Type conveys emotion & mood



# Fundamentals

- Less is more - keep it to two fonts per piece
- Use contrasting fonts for impact
- They can stand on their own as element



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# Font Types:

Serif

San Serif

*Script*

HAND DRAWN

***Display***

Retro

**Slab Serif**

Comic Sans

categories | <http://bonfx.com/types-of-fonts/>

<https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>

<https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>

# Four Questions

1. Is type appropriate? Keeping with the message?
2. When using more than one, do they contrast or conflict?
3. Is it the right size for message?
4. Is the type more on the timeless side or cheezy and dated?



## Tip

Pick a couple styles for your brand and use them over and over again.

# DaFont

*Dafont.com*

# Google Fonts

*fonts.google.com*

# Creative Market

*creativemarket.com*





*Bike for life*

### CLASSIQUE

Collector have designed a modern bicycle with that timeless European feel.

Our popular retro style ladies vintage bikes have become a classic! With a huge variety of styles to choose from and all manner of accessories to add, like a cane bike basket or pannier bag, you'll love the look of our ladies' vintage bikes.

Made in Canva



OPEN  
PLAN  
LIFE.

*How space works.*

With the rise of startups and shared spaces, most of the offices that have been built in the last 20 years have one thing in common, open plan. We go on to study these minimal spaces.

designmatters.com

Made in Canva

## Canva's Ultimate Guide to Font Pairing

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



## Tip

→ **Use Pinterest to search 'free fonts' and you will find a never ending supply.**

I currently have 294 pins in Free Fonts Board

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# Design On a Dime

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# Canva Features

- Layouts for every occasion
- Stock images and illustrations
- Social media graphics
- Library of fonts
- Drag & drop editor
- Custom templates
- Customizable branding
- Photo editing
- Resize designs
- Branded templates
- Share photo folders
- Organize images into folders
- Upload fonts
- Transparent backgrounds
- Design folders



- Photo filters
- Stock vectors & photographs
- Icons, shapes & elements
- Presentations
- Multiple document types
- Graphs, mind maps, charts, & diagrams
- Collaborate with partners
- Color code thoughts & ideas
- Blog and website posts
- Cards and invitations
- Business cards
- Snapchat geofilter templates
- Business logos
- Share via email, text, messaging apps
- Publish for web & print

<https://www.canva.com/>





\$12.95 per user / month  
Free for 30 Days

*All the power of Canva + features to boost your productivity:*

**Save your brand colors, logos and fonts**

*Magically resize your designs*

**Save your own brand templates**

*Organize your images into folders*

**Mix and match your designs**

*Upload your own fonts*

**Transparent backgrounds**

*Design folders*

**Design search**



PicMonkey

## Premium Features

\$72  
Annually

Hub storage for 50 images  
Sort Hub images  
Save, Export, Share  
Advanced touch up tools  
Primo effects, overlays, fonts  
Re-editable images, in Hub  
Top-shelf templates  
No ads

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# App Features

## Desktop Features

Photo Editor  
Portrait Retouching  
Design Maker  
Collage Maker

## Mobile Version

+

**Chrome Editor &  
Extension**

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## Design Assets

**Creative Market** is a platform for handcrafted, mousemade design content from independent creatives around the world.

Creative  
MARKET

<https://creativemarket.com/>

**Photos + Graphic Elements + Templates + Themes + Fonts + More**

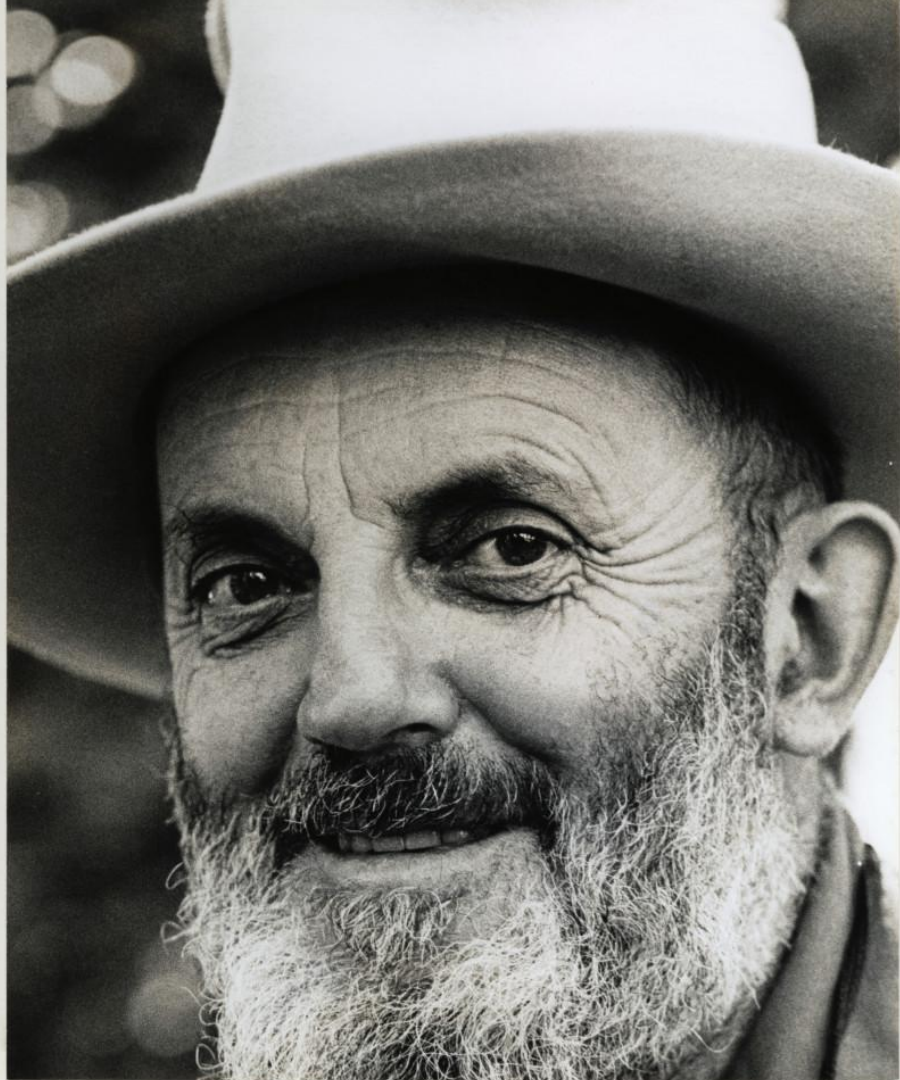


## Tip

→ Sign up for free Creative Market account and get 6 free design every week.

—

**A Picture is Worth a  
Thousand Words**



# Ansel Adams.

“There are no rules for good photographs, there are only good photographs.”



## Tip

- Use original photography when possible.
- More authentic.





# Free Stock Photo Sites

Authentic Photos  
Stock Photos

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Negative Space

Death to the Stock

Photo

Picjumbo

Stokpic

Kaboompics

Startup Stock Photos

Freerange

LibreShot

Fancy Crave

Unsplash

StockSnap.io

Pixabay

SplitShire

Life of Pix

HubSpot

Pexels

Gratisography

Jay Mantri

ISO Republic

New Old Stock

<https://blog.hubspot.com/marketing/free-stock-photos>

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# More Cool Tools

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\$8 ea

# *Placeit*

<https://placeit.net/>



**10 Pack**  
**\$79**  
**50 Pack**  
**\$139**

**Free**  
**templates**  
**to try**



[www.layoutready.com/](http://www.layoutready.com/)



Professionally Designed  
Templates for Word,  
Publisher, PowerPoint.

Full line of print  
products, as well as,  
presentations. Fully  
customizable.

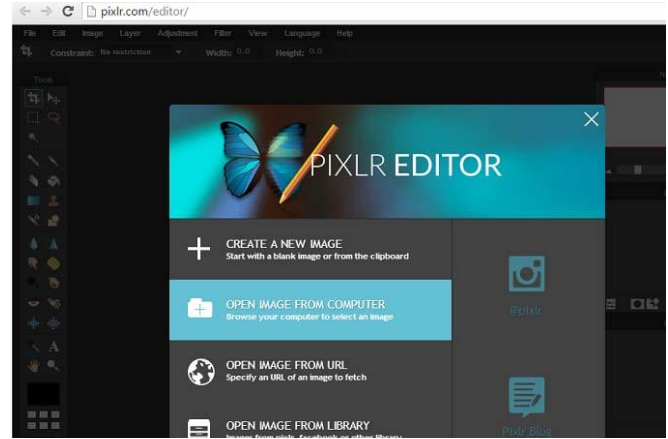
Precisely executed for  
output on printers or to  
display on screen.

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# Free Photo Editing



<https://pixlr.com/#>



**Pixlr** is an online photo editing tool. Web-based app used for moderate-level photo editing. You can create a new image, upload an image, or grab one directly from a URL location. Good for someone with basic Photoshop skills.

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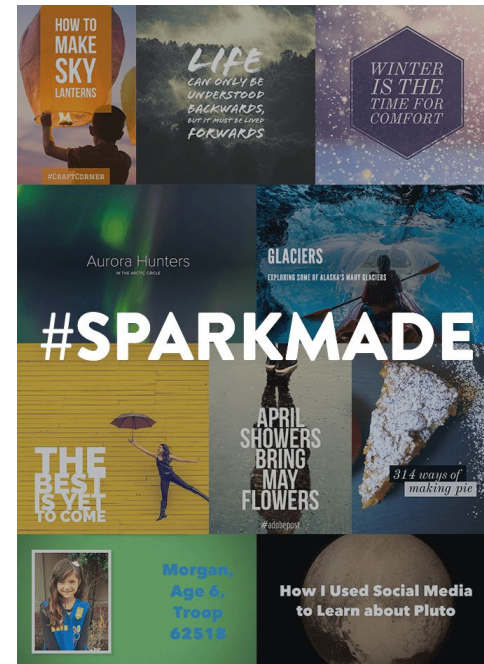
Free  
Or \$9.99  
Per month



<https://spark.adobe.com/>

## Transform your ideas into stunning visual stories

Create impactful graphics, web pages and video stories  
in minutes with Spark's free graphic design app.



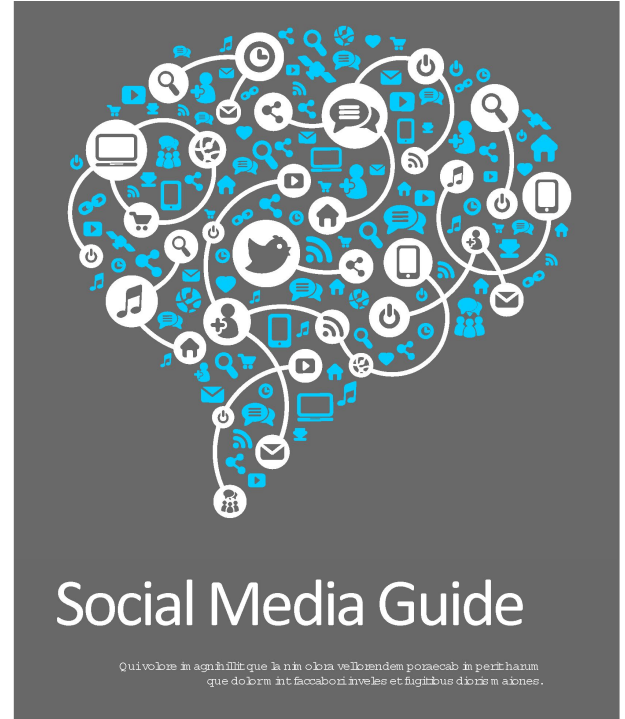
A post  
A page  
A video

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## 13 Free Ebook Templates



PowerPoint based templates great for content creation, such as a manual, quick guide, or digital brochure.



<https://blog.hubspot.com/marketing/free-ebook-templates>

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**Free**

# JPEGmini

The JPEGmini Web Service is a free online service for optimizing your photos using JPEGmini technology. Reduce image size by up to 80%, without compromising quality - for faster website loading.

[http://www.jpegmini.com/main/shrink\\_photo](http://www.jpegmini.com/main/shrink_photo)

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# Infographics



easel.ly



Piktochart





## Tip

→ Think of yourself as a curator and collect the great work of others.

—

**Good Design is as  
little design as  
possible. Simplify  
the Complex as  
much as possible.**

- Dieter Rams



**Good luck!**

Enjoy the journey.  
Some of your best  
work is ahead of you!

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Chris Blunden  
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248-473-1800