A TOOL FOR ADVOCACY

# Graphic Design

GENERAL ASSEMBLY 2021

# PRESENTERS

## THE TEAM BEHIND THIS WORKSHOP

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Region III

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Region III

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# HISTORY

## OF GRAPHIC DESIGN

### Ancient Origin

Design can be traced back to 32,000 BCE in cave paintings, Chinese printing, Medieval calligraphy.

### Industrial Era

The Gutenberg press and chromolithography opened the doors for advertisement in quick and effecient way.

### Modern Era

Modern softwares such as Adobe Illustrator and Canva unlocked endless opportunities to create graphics.

# COLOR THEORY

Let's talk about the psychology in colors

I FOUND I COULD SAY THINGS WITH

**color and shapes that I couldn’t say any other way – things I had no words for.**

Georgia O’Keeffe

# Color Wheel

## PRIMARY COLORS

Red, Yellow, and Blue

## SECONDARY COLORS

Purple (Red mixed with Blue)
Green (Blue mixed with Yellow)
Orange (Red mixed with Yellow)

## TERTIARY COLORS

Red-orange
yellow-orange,
yellow-green,
blue-green,
blue-violet, and red-violet.

# Color Theory

## Shade

Created by adding black to a base hue, darkening the color.

## Tint

Created by adding white to a base hue, lightening the color.

## Tone

Tones are subtler versions of the original color and look less pastel

**YELLOW** Optimistic, playful, happy

**BLUE** Tranquility, calmness, trust, loyalty

**PURPLE** Royalty, majesty, nobility

Spiritual or mysterious quality

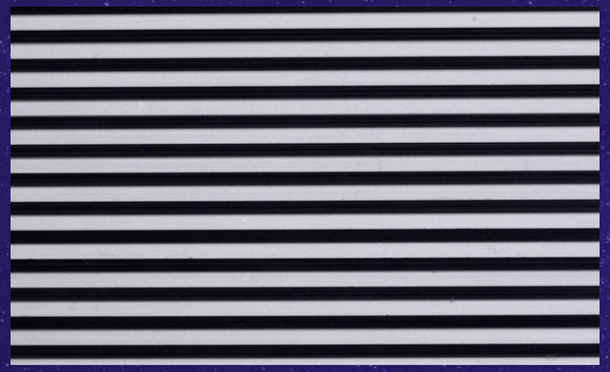
**RED** Anger, heat, danger, love, passion

ELEMENTS OF

# DESIGN

USING CANVA

# Elements of Design



## Lines

Lines help to enhance, direct and create movement.

## Repetition

Repetition helps to tie individual elements together.

## Color

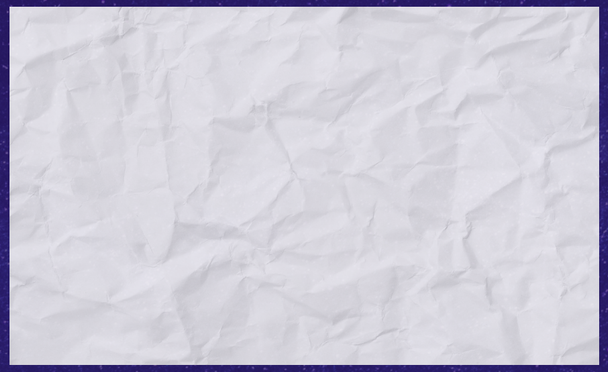
A strong color palette makes for a strong design.

www.canva.com/learn/ultimate-guide-history-graphic-design/

# Elements of Design

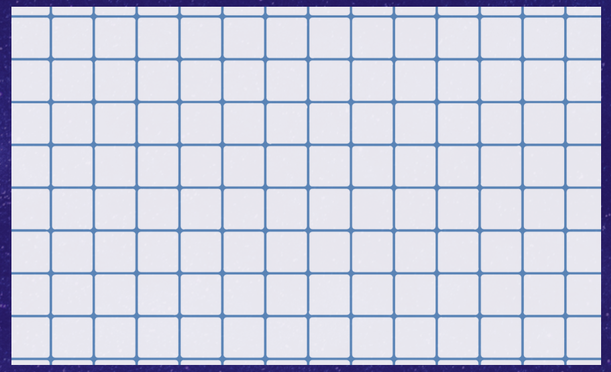
## Transparency

Transparency allows elements to interact with each other.



## Texture

Texture gives depth to flat designs. Increases dimension.



## Grid

Grids help align and arrange elements.

www.canva.com/learn/ultimate-guide-history-graphic-design/

# LET'S EXPLORE CANVA FEATURES

Feel free to ask any questions

# IMAGERY

## THINGS TO KEEP IN MIND

### Elements

Canva offers elements such as shapes, lines, stickers, designs, etc

### Photos/Videos

You are able to upload photos or use photos provided in search bar.

### Backgrounds

There are multiple options for backgrounds.

# ANIMATION/EFFECTS

THINGS TO KEEP IN MIND

### Animations

Adds movement to your post. It will convert it into a video.

### Effects (text)

Feature that adds dimension to the text.

### Effects (photo)

Feature that adds dimension to photos.

# ADA COMPLIANCY

How to be inclusive of all in every post!

# WHAT IS ADA?

## AMERICAN DISABILITIES ACT (1990)

The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life. Its main purpose is to ensure that people with disabilities have the same rights and opportunities as everyone else.

https://adata.org/learn-about-ada

# WHAT IS A DISABILITY?

A disability is a combination of one's impairment, a poorly designed environment and one's inability to participate.

https://product.canva.com/one-thing-every-designer-must-consider/

SIMPLY PUT,

**exclusion is something that good design can prevent.**

JOB BUENAZEDACRUZ

# IDENTIFY NEEDS

Identify and consider the needs of users of all abilities.

# What are the different needs?

| | |
|---|---|
| ✶ BLIND/SEEING IMPAIRMENT | Difficulty in percieving visuals, photos, and videos. |
| ✶ LOW VISION | Difficulty in perceiving small text, decorative fonts, low contrast color combos. |
| ✶ COLORBLIND | Difficulty in perceiving colors, color combinations. |
| ✶ DEAF | Difficulty in percieving audio, sounds. |

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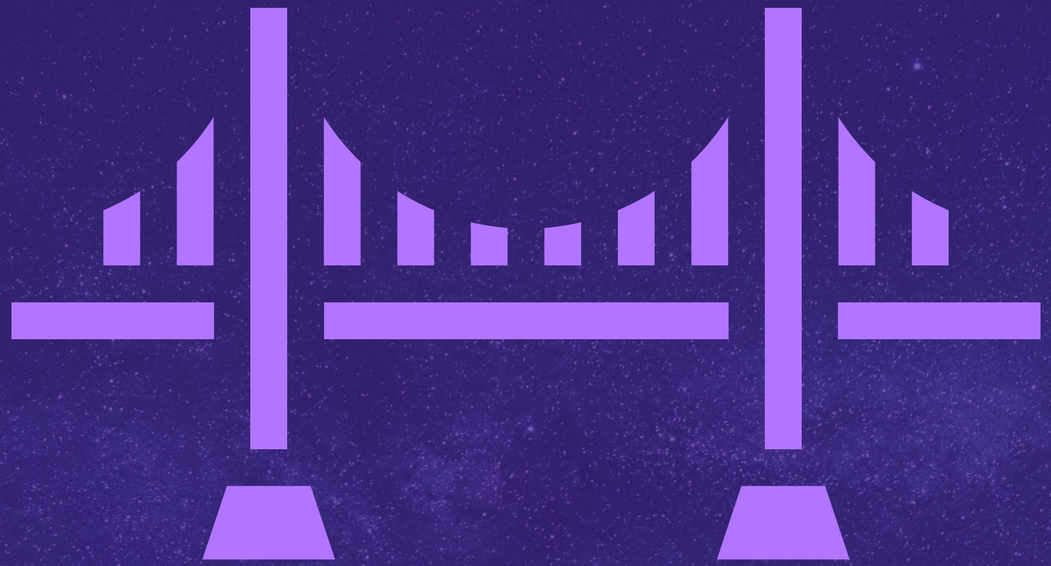

# BRIDGING THE GAP

Let's now address the needs that we've idenitfied.

# Accesiblity features to incorporate

| | |
|---|---|
| BLIND/SEEING IMPAIRMENT | Audio, Tactile Shapes or Textures, Caption, Description, Alt Text |
| LOW VISION | Large or Adjustable text size, Audio, Readable font, high-contrast color palette |
| COLORBLIND | Patterns, high-contrast color palette,Labels, Shapes |
| DEAF | Visuals, Captions, ASL Interpretation (if streaming live video). |

https://product.canva.com/one-thing-every-designer-must-consider/

**Tip:**

Provide at least two ways for information to be perceived and understood.

# ADVOCACY IN THE DIGITAL AGE

How to be inclusive of all in every post!

# How can you advocate with social media?

| | |
|---|---|
| ★ **QUICK-TIP GRAPHICS** | Romans, friends, countrymen, lend me your ears- get the word out quickly! |
| ★ **USING A CAROUSEL** | Got a lot to say at one but can't fit it all into one post? Swipe to see more! |
| ★ **BEING INTERACTIVE WITH THE VIEWERS** | Increase engagement with your audience by creating interactive posts and stories |

# GRAPPLING WITH GRAPHICS

Wrapping it up in the grand finale

Let's put your knowledge to the test!

Join us for a game of Kahoot by typing in the game pin below:

# ANY LAST QUESTIONS?