

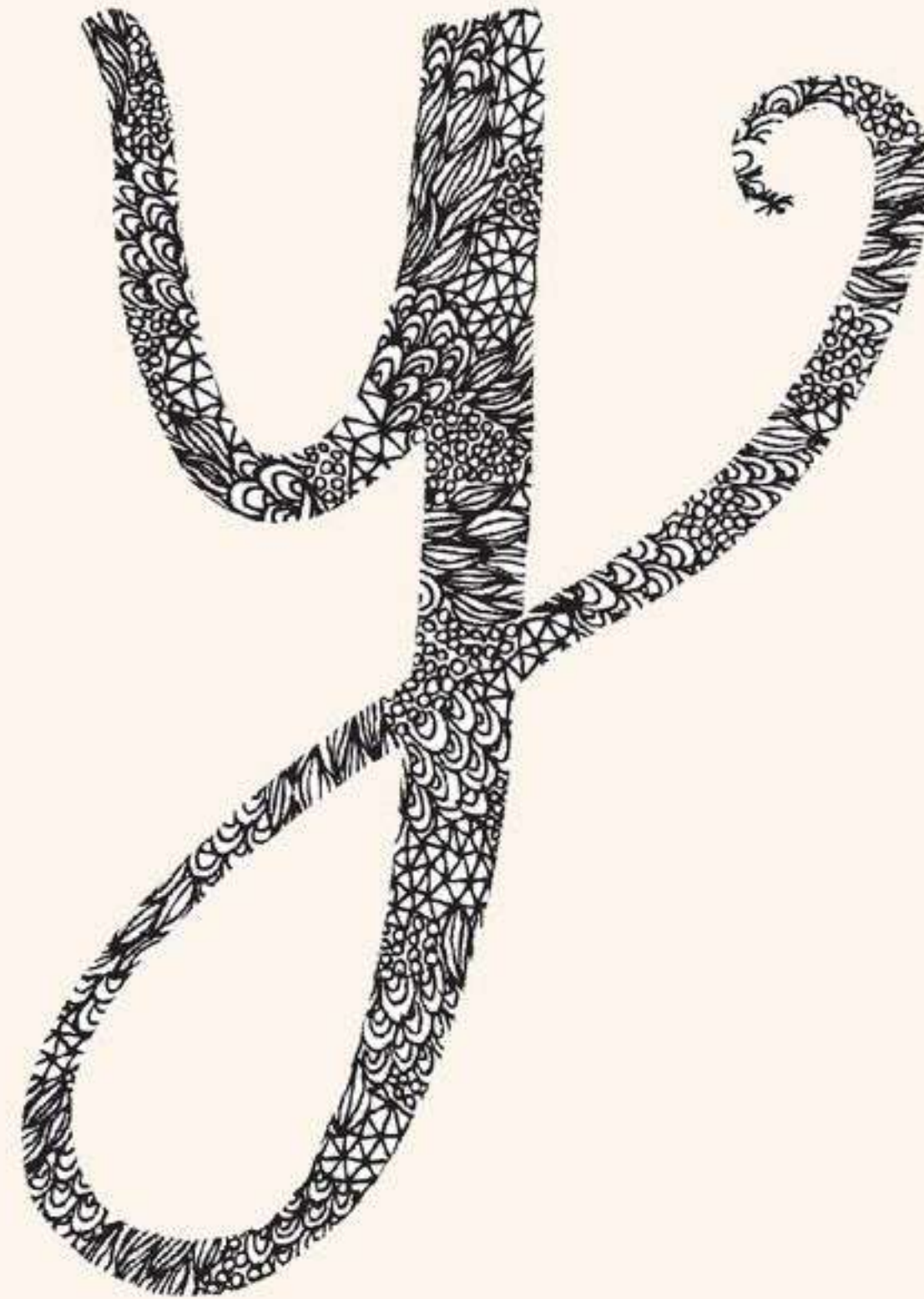


# STORYTELLING SKILLS

SUMMER SESSIONS

## MAKING THINGS LOOK AWESOME!







WHY DESIGN IS IMPORTANT

DESIGN MAKES THINGS SIMPLE

<https://www.behance.net/gallery/54735921/Global-Peace-Unity-Festival-Branding>



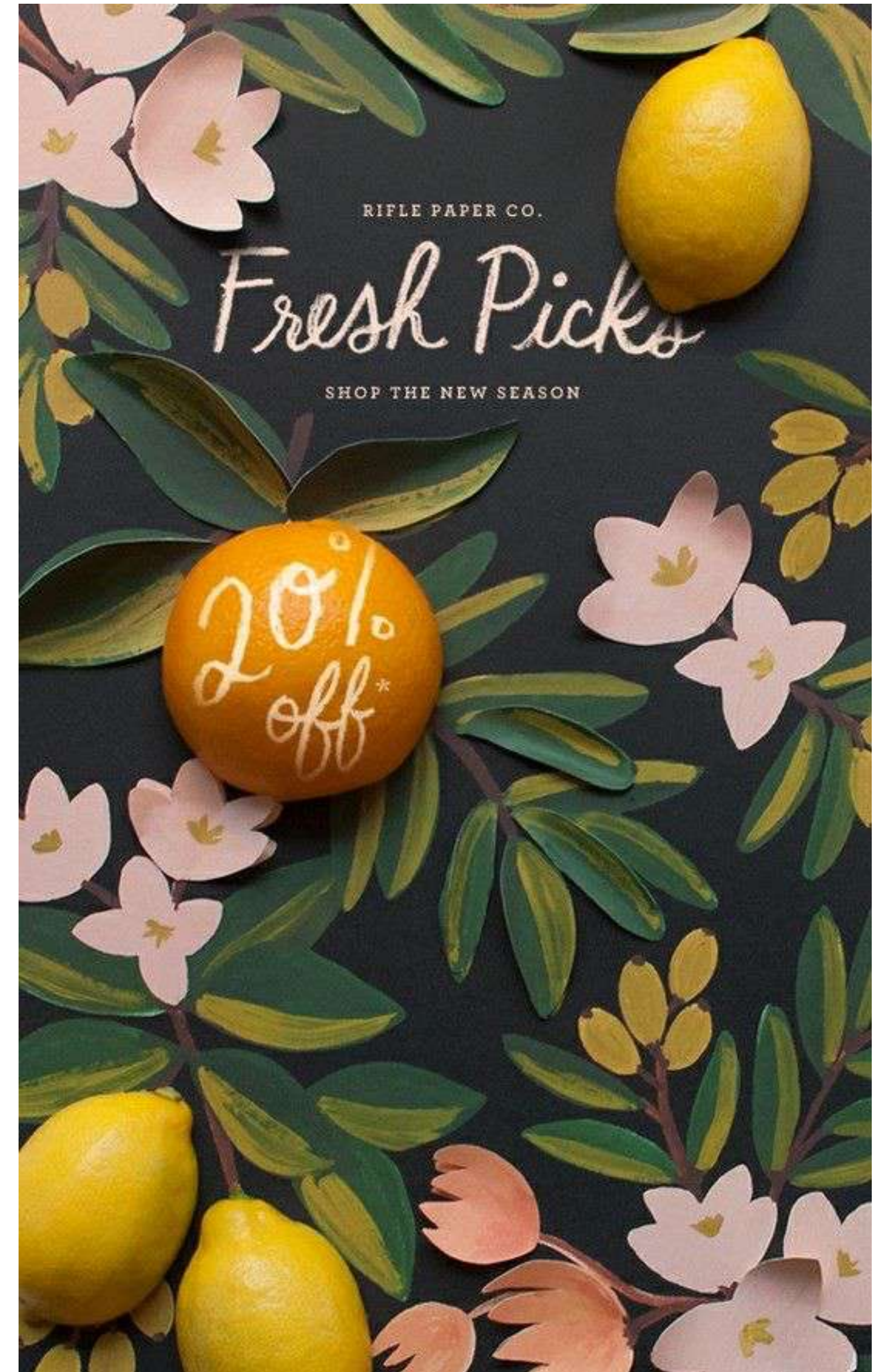


WHY DESIGN IS IMPORTANT

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DESIGN IS BEAUTIFUL

<http://www.fromupnorth.com/graphic-design-inspiration-1052/>

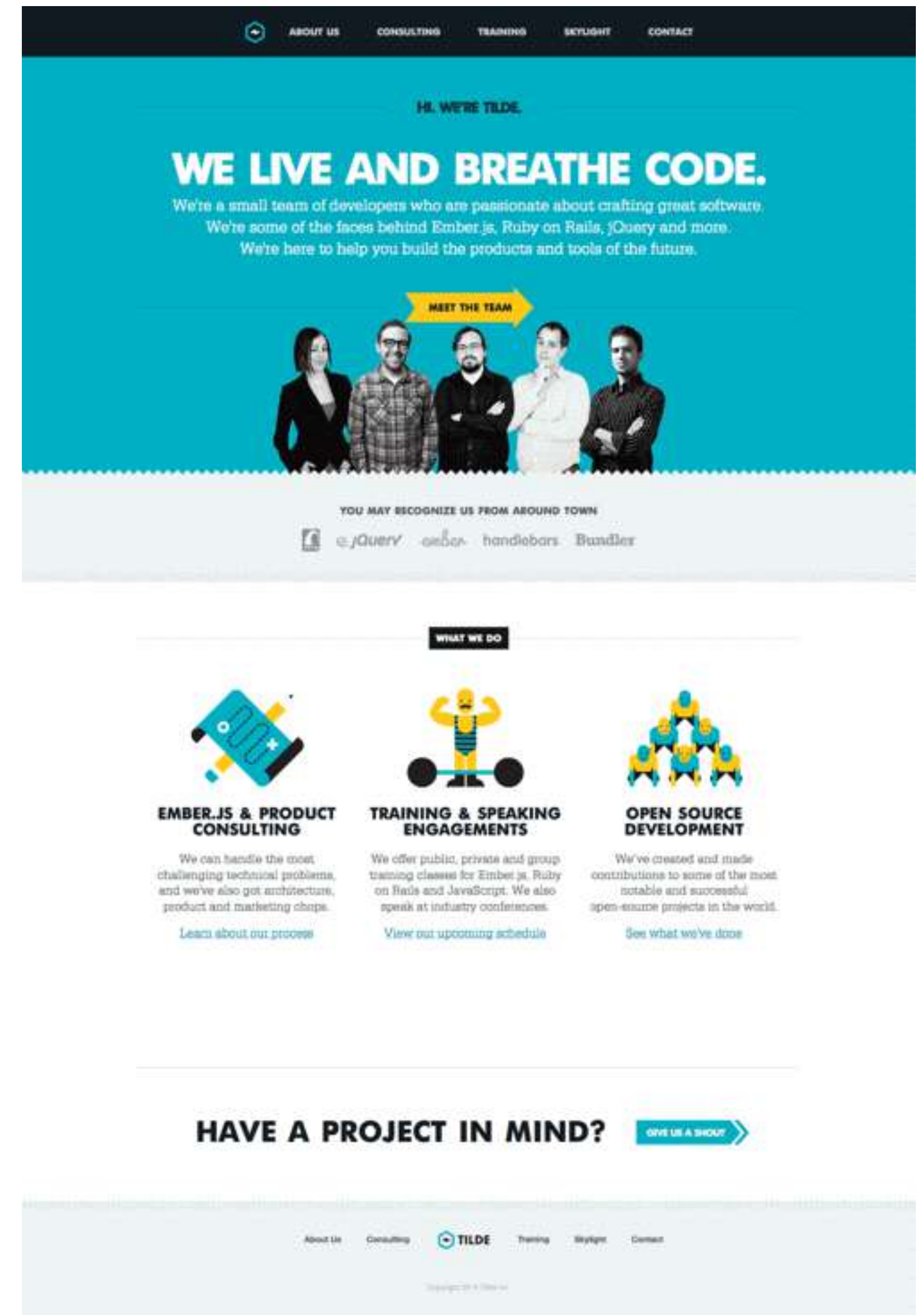




## WHY DESIGN IS IMPORTANT

# DESIGN BRINGS ORDER

<https://www.smashingmagazine.com/2015/06/design-principles-compositional-balance-symmetry-asymmetry/>



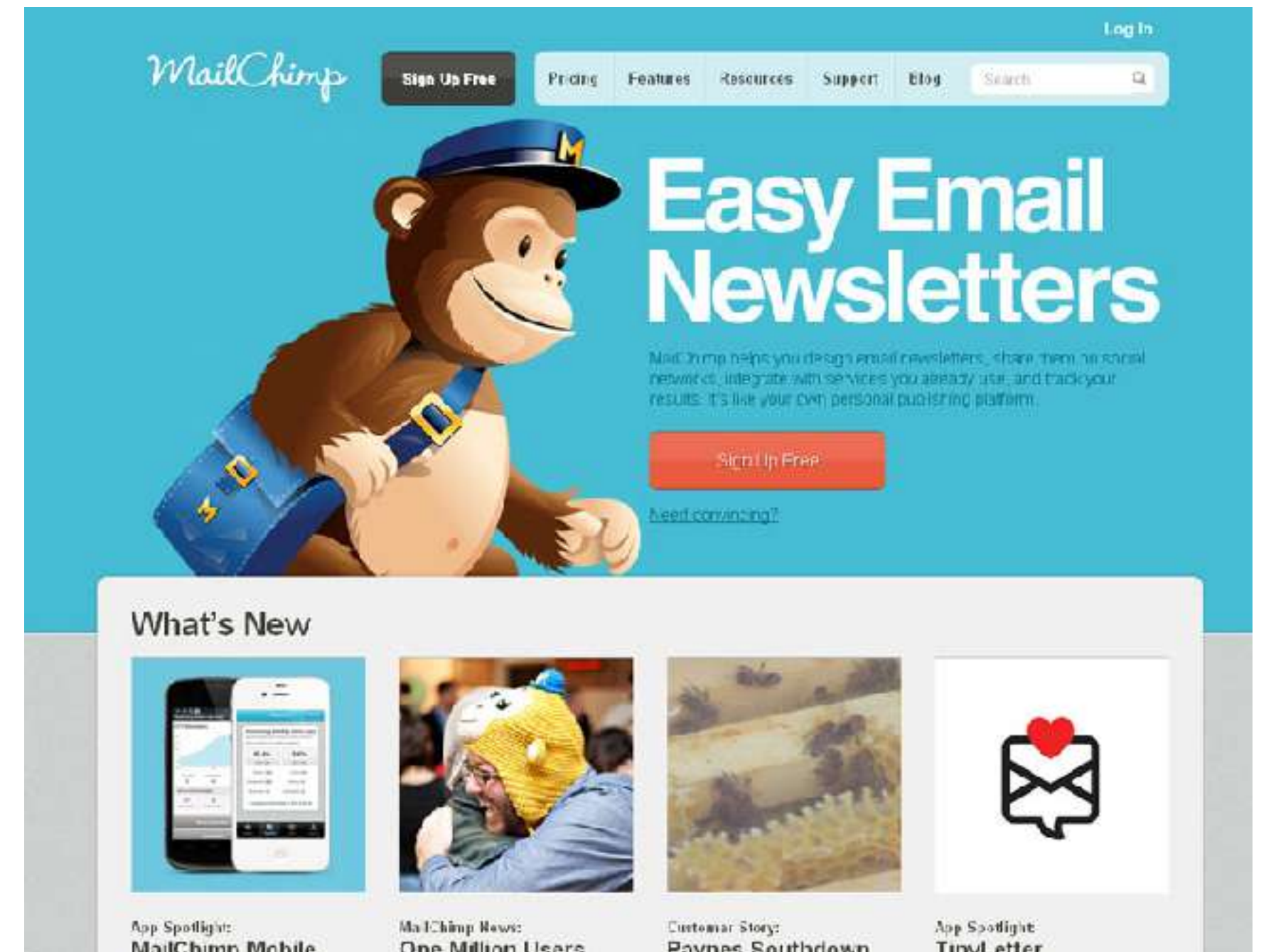


WHY DESIGN IS IMPORTANT

DESIGN REVEALS WHO YOU ARE

[https://prismic-io.s3.amazonaws.com/volusion/d274e5cc1d5e0f388aa8eec16a57d53aa5cc4642\\_mailchimp-homepage.jpg](https://prismic-io.s3.amazonaws.com/volusion/d274e5cc1d5e0f388aa8eec16a57d53aa5cc4642_mailchimp-homepage.jpg)

[https://www.journalism.co.uk/assets/135/Sunday\\_Times\\_ipad\\_screenshot.jpg\\_resized\\_460\\_.jpeg](https://www.journalism.co.uk/assets/135/Sunday_Times_ipad_screenshot.jpg_resized_460_.jpeg)





# Things to discuss

- How does the design make you feel?
- How does the design order the information?
- How does the design communicate creatively?
- What does the design tell you about the designer or organisation?



# DECODING DESIGN!





# BASIC PRINCIPLES OF DESIGN

**Making Things Look Awesome!**



## ALIGNMENT

- ▶ Use the correct alignment for your project
  - ▶ **Left aligned most common**  
(good for long paragraphs)
  - ▶ **Central aligned good for general use**  
(posters, leaflets, titles, etc.)
  - ▶ **Left aligned**  
(use sparingly)
  - ▶ **Justified**  
(columns, newspapers, lots of text)





## ALIGNMENT

- ▶ Helps create cohesion in your design
- ▶ Helps guide the viewer through the information
- ▶ Brings order and consistency to your design





## HIERARCHY

- ▶ Hierarchy is the order of importance
- ▶ You can most clearly see this in the formatting of text
- ▶ You should always try and create hierarchy in your text!

### Unformatted

Thoughts on Design by Paul Rand. To achieve an effective solution to his problem, the designer must necessarily go through some sort of mental process. Conscious or not, he analyzes, interprets, formulates. He is aware of the scientific and technological developments in his own and kindred fields. He improvises, invents, or discovers new techniques and combinations. He co-ordinates and integrates his material so that he may restate his problem in terms of ideas, signs, symbols, pictures. He unifies, simplifies, and eliminates superfluities. He symbolizes — abstracts from his material by association and analogy. He intensifies and reinforces his symbol with appropriate accessories to achieve clarity and interest. He draws upon instinct and intuition. He considers the spectator, his feelings and predilections. Symbols. It is in a world of symbols that man lives. The symbol is thus the common language between artist and spectator.

### Formatted

#### Thoughts on Design

*by Paul Rand*

To achieve an effective solution to his problem, the designer must necessarily go through some sort of mental process. Conscious or not, he analyzes, interprets, formulates.

- He is aware of the *scientific and technological developments* in his own and kindred fields.
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- He considers the spectator, his *feelings and predilections*.

#### SYMBOLS

It is in a world of symbols that man lives. *The symbol is thus the common language between artist and spectator.*





BASIC PRINCIPLES OF DESIGN

---

**HOW DO YOU CREATE HIERARCHY  
IN YOUR DESIGN?**





Chad Bernstein (center) with students in Miami.

"The best part is finally having a purpose and a future," says high school senior Junior Pierre (below) of the Guitars over Guns program's impact on his life.



People SERIES FINDING SOLUTIONS TO GUN VIOLENCE

# GUITARS OVER GUNS

Musician Chad Bernstein teaches at-risk teens to turn to music instead of the streets  
by ELAINE ARADILLAS

By the time he was in sixth grade, Junior Pierre was getting into trouble in his Miami neighborhood. "Every day my mom would get a phone call from the school telling her that I was misbehaving," he says. Because music class was the one part of school that held Pierre's interest, a teacher recommended he join Guitars over Guns, an arts education and mentoring program. And suddenly the troubled youth found his purpose. "I got my first guitar, and I realized the program was meant for me," says Pierre, now a 17-year-old high school senior and musical director of the group's alumni band. "I learned I didn't have to be in bad sit-

uations. I could use music as an outlet." The brainchild of professional musician Chad Bernstein, 32, Guitars over Guns has helped hundreds of kids come to the same realization since its launch in 2008. "There is the epidemic of youth violence," says Bernstein. "It's not just a gun issue, it's an education issue. The impact that mentoring can have on a young person's life is super-important." He got the idea for the program after a friend invited his band to perform at a juvenile detention center. "We were met with cold stares and crossed arms," Bernstein

says. But when a teen began singing out loud and the band mimicked his chant, he instantly knew they'd made a connection. "It turned into this incredible jam," he says. "It made me realize we have this unique ability as musicians to connect with people."

**'We have this unique ability as musicians to connect with people'**  
—CHAD BERNSTEIN

The program is currently in schools in Miami and Chicago, but Bernstein hopes to expand. "What we really want for these kids is to set the bar higher for themselves," says Bernstein, "to understand the value of their own life so they understand the value of other people's lives." ●



Chad Bernstein (center) with students in Miami.

"The best part is finally having a purpose and a future," says high school senior Junior Pierre (below) of the Guitars over Guns program's impact on his life.



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SNIT



# POSITION



- We read things from top to bottom and left to right.
- The back of a magazine is prime position for advertising, as people generally flick through a magazine from back to front!
- Proximity is important - grouping things together create an inherent hierarchy.

## BEAUTIFUL FORM, PERFECT FUNCTION.

We create beautifully-crafted websites that stand out from the crowd – and perfect function comes as standard.

SEE HOW WE WORK



Apple WATCH | Nike +

Available late October

[Learn more >](#) [Pre-order >](#)



Apple WATCH | HERMÈS

[Learn more >](#) [Pre-order >](#)



<http://zevendesign.com/designers-guide-to-visual-hierarchy/>

NEGATIVE SPACE



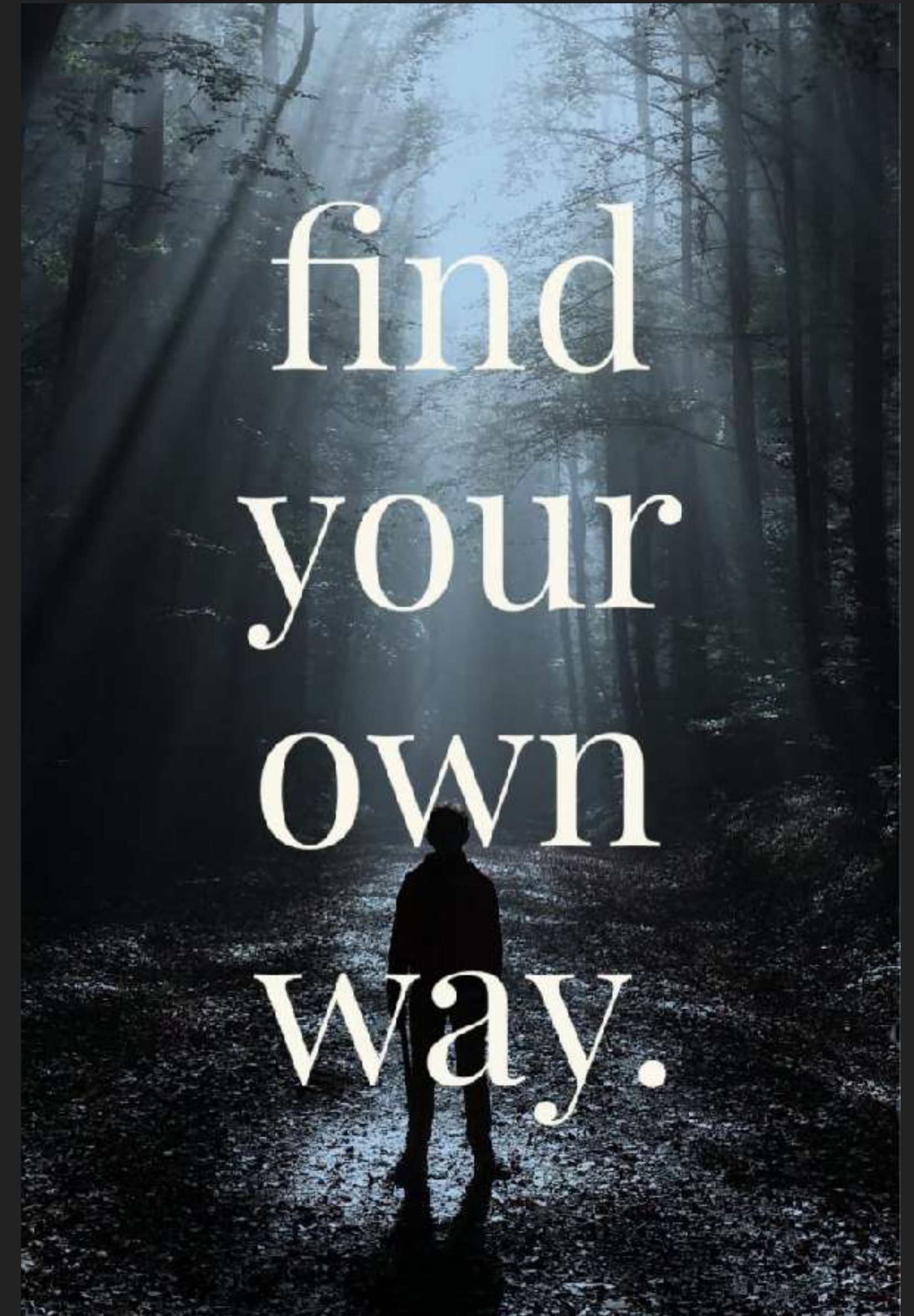
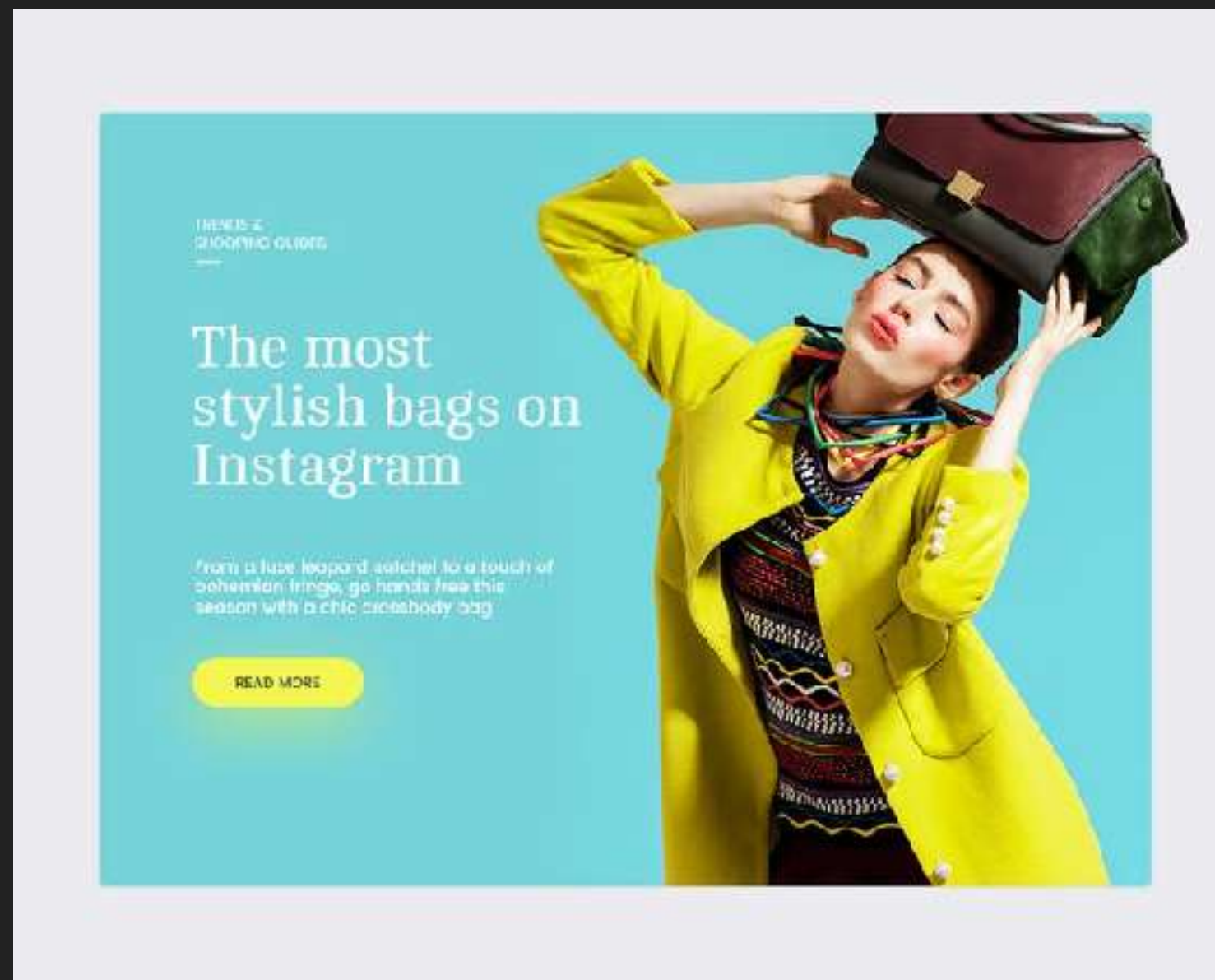
# COLOR





## CONTRAST

- ▶ Highlights the most important information
- ▶ Contrast happens when elements of a design are different to each other
  - ▶ Black and white
  - ▶ Thick and thin
  - ▶ Modern and traditional
  - ▶ Etc.





# CONTRAST

**HARD**

or

*soft*

**ROUGH**  
vs.  
**SMOOTH**

Contrasting  
Textures

**A**

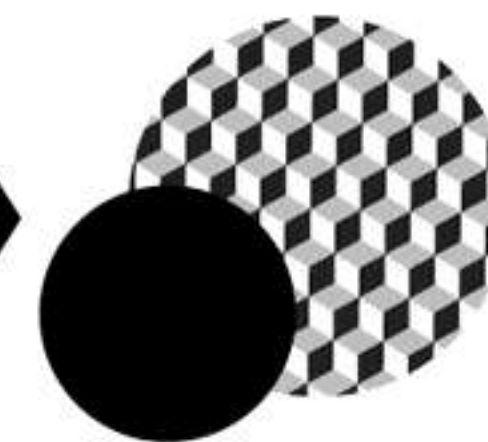
**B**

**COMPLEX**

vs.

**SIMPLE**

Contrasting  
Styles



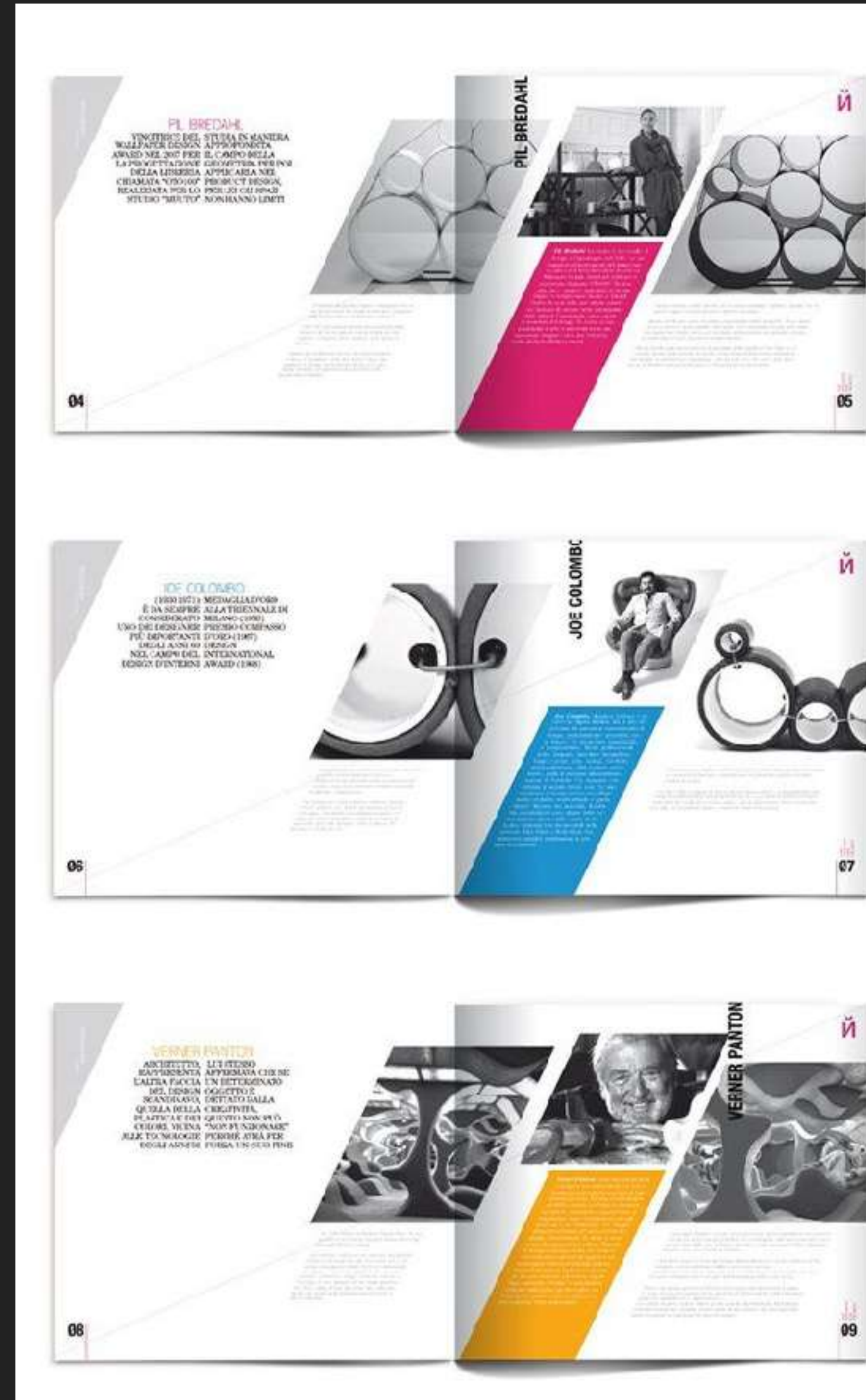
**a**

**B**





## REPETITION

- ▶ Ties together different elements
- ▶ Creates a particular 'look'



meet camille

let's connect

stay connected

First Name

Email Address

more stories



# REPETITION

## The Roadstops

MAKING OUR WAY DOWN THE CALIFORNIA COAST

Nº1



MAVERICKS

A big-wave surfing spot that became popular in the early 1990s, Mavericks is located a few miles north of picturesque Half Moon Bay. Here, waves routinely reach heights of over 20 feet and almost 75 feet in winter. Only the most audacious surfers brave the life-threatening rocks and cold water to ride these monster swells.

Nº4

DYNAMODONUT.COM

This funky wakeup call in San Francisco's Mission District boasts steady repetition for its offbeat varieties of donuts and cakes since opening in 2008. All over the kitchen and back patio reflect Dynamo's artisanal atmosphere, and such seasonal ingredients reflect a thoughtful yet trendy approach to modern food.



DYNAMO DONUT + COFFEE

Nº5



Nº2

BIGBASIN.CIO

BIG BASIN  
REDWOODS  
STATE PARK

California's oldest State Park, Big Basin Redwoods, boasts the largest continuous group of ancient coastal redwoods south of San Francisco. 18,000 acres of these massive trees mix with oaks, conifers, and chaparral in this tranquil nature preserve that sits just inland of the coastal road near Santa Cruz.



Nº3

FERRYBUILDING  
MARKETPLACE.COM

FERRY PLAZA  
FARMERS  
MARKETPLACE

Located in San Francisco's Ferry Building, the farmers market is known for the quality and diversity of local farm products. Educational programs and cooking classes are held here weekly by the city's most notable chefs, and great street foods like wood-fired pizza, grilled meats, and tacos nourish you before a long night on the town.





# PROXIMITY

- ▶ Similar or related content is grouped together to create a relationship between them
- ▶ Proximity could mean they are linked through colour or visual design







PROXIMITY

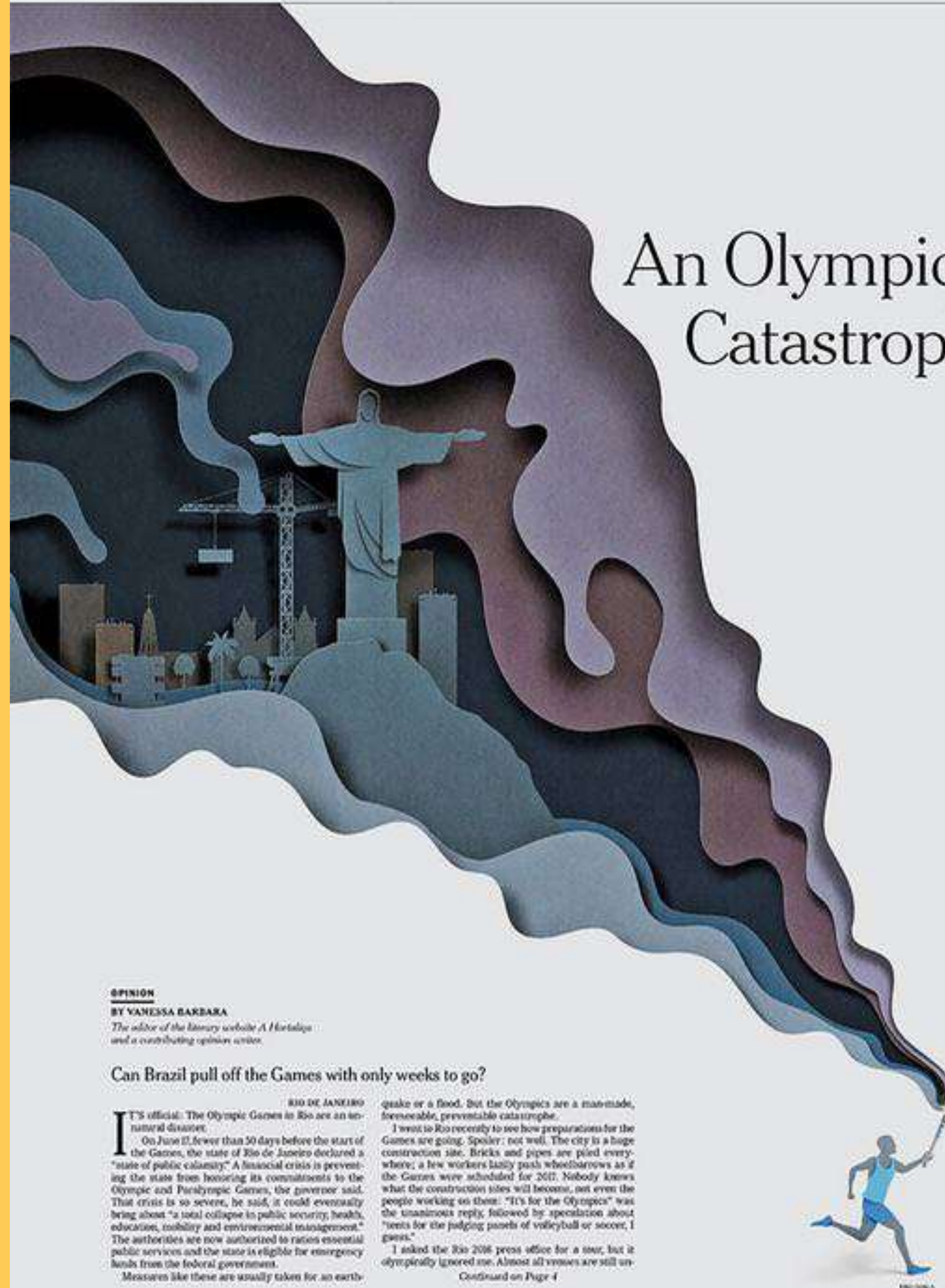


# BALANCE

- ▶ Distribute the elements evenly through the design
- ▶ Alignment is a helpful tool in this
- ▶ Balance doesn't mean that elements have to be the same size or evenly distributed across the page - it can be symmetrical or asymmetrical!







## An Olympic Catastrophe

### OPINION

BY VANESSA BARBARA

The editor of the literary website *A Horta* and a contributing opinion writer.

Can Brazil pull off the Games with only weeks to go?

**I**T'S official: The Olympic Games in Rio are an unnatural disaster. On June 12, fewer than 50 days before the start of the Games, the state of Rio de Janeiro declared a "state of public calamity." A financial crisis is preventing the state from honoring its commitments to the Olympic and Paralympic Games, the governor said. That crisis is so severe, he said, it could eventually bring about "a total collapse in public security, health, education, mobility and environmental management." The authorities are now authorized to raise essential public services and the state is eligible for emergency funds from the federal government. Measures like these are usually taken for an earth-

quake or a flood. But the Olympics are a manmade, foreseeable, preventable catastrophe. I went to Rio recently to see how preparations for the Games are going. Spoiler: not well. The city is a huge construction site. Bricks and pipes are piled everywhere; a few workers lazily push wheelbarrows as if the Games were scheduled for 2017. Nobody knows what the construction sites will become, not even the people working on them: "It's for the Olympics" was the unanimous reply, followed by speculation about "rents for the judging panels of volleyball or soccer, I guess." I asked the Rio 2016 press office for a tour, but it olympically ignored me. Almost all venues are still un-

Continued on Page 4



★ WIR SAGEN »JAAA« ★



»LIEBE IST DAS WUNDERBARE GEFÜHL NACH DEN STERNEN GREIFEN  
ZU KÖNNEN, OHNE SICH DABEI AUF ZEHENSPITZEN STELLEN ZU MÜSSEN.«

KLARA LÖWENSTEIN



# COLOUR

- ▶ Some colours are more dominant (red is a very dominant colour)
- ▶ Think about your background and how your colour works on top of it
- ▶ Be intentional with your choice of colour
  - ▶ Colours evoke different emotions and feelings





# COLOUR

COOK IT 5 WAYS


## Eat Fish, *Save the ocean*

*Enjoy the bounty of ocean-friendly choices*

Photography by PAULO VALENZUELA / Styling by TINA CONCEPCION DIAZ  
Recipes by HEIKO REICHEL, HYATT CITY OF DREAMS MANILA and  
ABY NACHURA

It's hard to beat fish as a protein source. It's full of flavor and chock-full of healthy benefits, too. But you should be aware that choosing which fish to buy from the market or grocery can have a profound impact on the environment and therefore, in the long term, on everyone's quality of life. This is because there's a tendency to overfish popular varieties like haddock or eel, seriously depleting the oceans, and destroying the health of our ecosystems.

To be a responsible fish-eater, choose sustainable seafood for your dishes. Sustainable seafood, whether fished or farmed, come from sources that can sustain long-term fishing without endangering the health of the fish population and the ecosystem. Selecting sustainable fish varieties will reduce demand for overfished populations, forcing fishermen to turn to more abundant seafood. A win-win situation.

Here we share five recipes using fish varieties that were sourced in the most environmentally-friendly way possible. Remember, you make an enormous difference just by being careful about what you eat and what you buy. 

### Thai Grilled Squid Salad with Cucumber Relish

A great summer salad full of brilliant Thai flavors, this has just the right balance between the squid's assertive flavor and texture, and the refreshing dressing. Make sure you don't char the squid. If you want a salad with a little more heft, add more lettuce, green beans or mushrooms.

Baltic salad bowl, Crate & Barrel

<http://zevendesign.com/designers-guide-to-visual-hierarchy/>

# APPLES ARE OUT DOUGHNUTS ARE IN

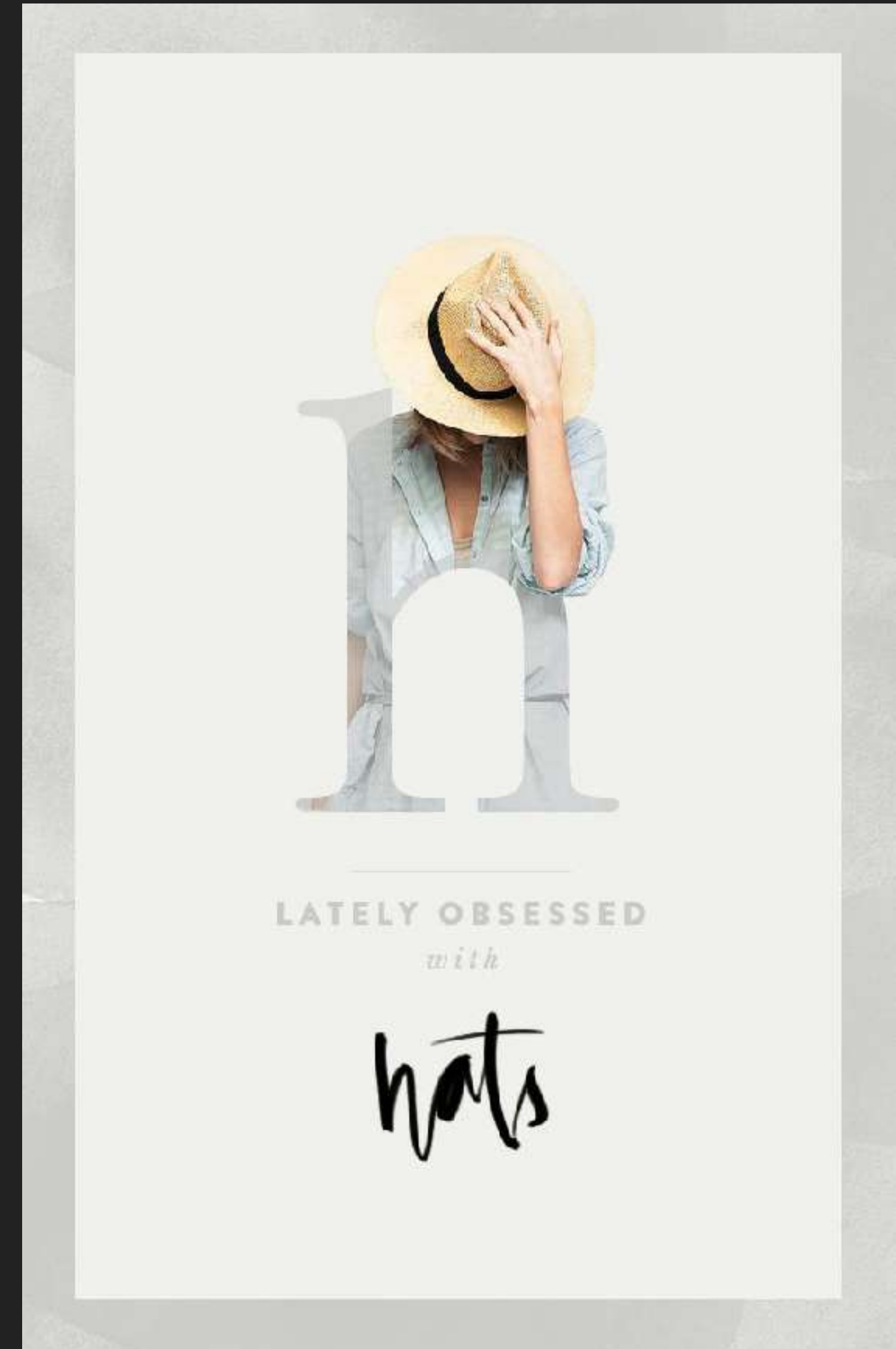
BACK TO SCHOOL SPECIAL

#AdobeSpark



# SPACE

- ▶ The parts of the design you choose to leave blank are just as important as the ones you're filling in!
- ▶ Never underestimate the power of simplicity





NEVER OUT OF STYLE

# The Old Fashioned

AN ORIGINAL AMERICAN COCKTAIL

GLASS TYPE		LIST of INGREDIENTS	6
<div>OLD FASHIONED GLASS</div> 		2 oz bourbon	club soda
		1 sugar cube	stemmed cherry
		Angostura bitters	lemon twist
METHOD for CRAFTING the PERFECT DRINK			
<i>Place the sugar cube in a glass. Soak it with 2-3 dashes of bitters and a dash splash of club soda. Crush the sugar with a muddler and rotate glass to hone the edges. Add a large ice cube and stir in the bourbon. Garnish with a cherry &amp; lemon twist if you please.</i>			
SERVE	REPEAT	BATCH #	BARREL DATE
ENJOY	OFTEN	5/30	110414
A PRODUCT OF LOUISVILLE, KENTUCKY / 1881			
Originated at the Pendennis Club, invented in honor of Colonel James E. Pepper, who later brought it to the Waldorf Astoria in NYC.			

VOL. 56 NO. 8 | \$1.00

BLACK HISTORY SPECIAL EDITION | FEBRUARY 17 - 23, 2016

# houston Forward Times

REPORTING THE TRUTH | AFFECTING CHANGE | MOVING FORWARD

# YES HE DID

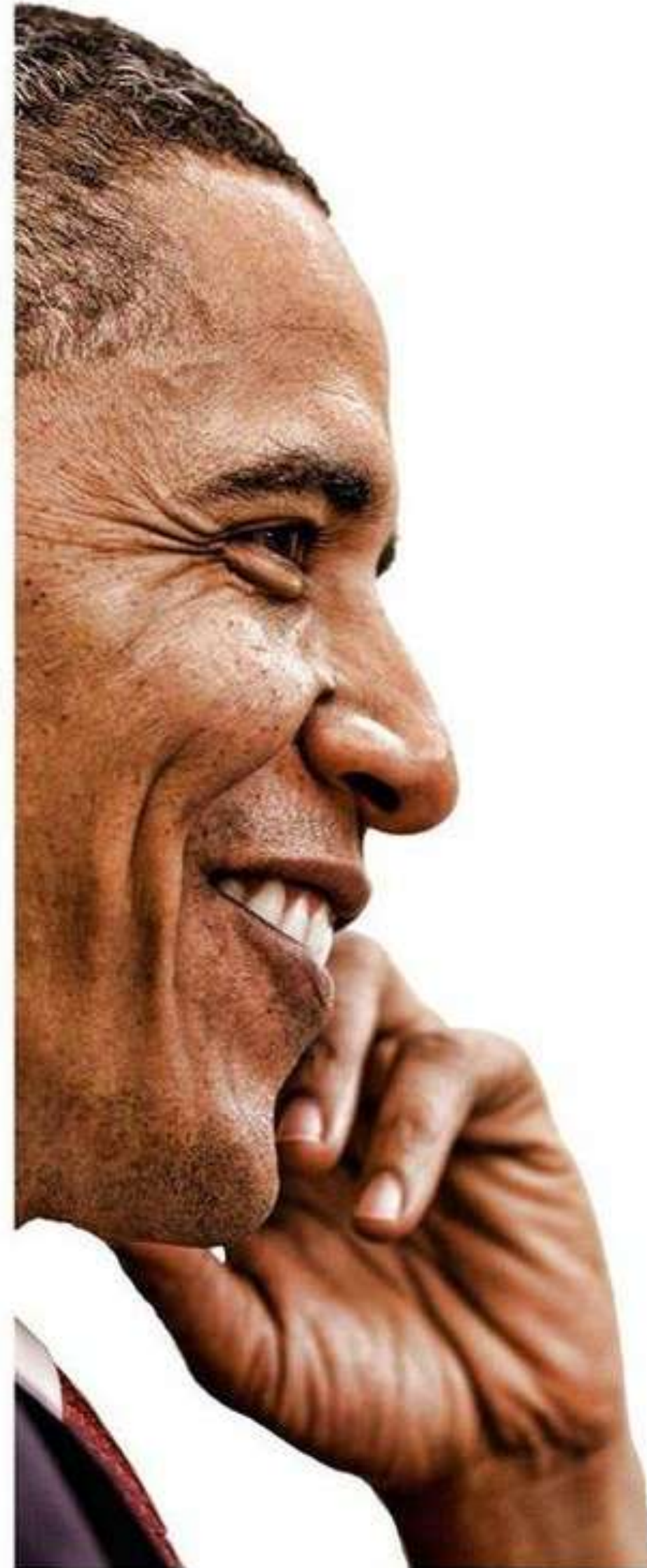
BY CHELSEA LENORA WHITE

There was a sense of euphoria, hope and pride in every Black household on November 4, 2008. Hugs, high fives and tears of joy flowed through the community as Senator Barack Obama of Illinois became the 44th president, and the first African American to be elected to that office. President Obama's victory was overwhelming (two to one in the Electoral College) and more than seven million votes over his Republican challenger.

From the very beginning of his term, President Obama has faced circumstances and challenges that no other president has had to endure in the history of these United States. In the midst of those challenges and obstacles, our President has not only persevered, he has prospered.

Since his tenure, the President has strengthened the economy by adding 13.7 million new jobs over a 48-month streak of job growth; established the Affordable Care Act, which has granted 17.6 million people and climbing the access to health care coverage; improved U.S.-Cuba relations; struck a landmark nuclear deal with Iran; and we would be remiss not to mention that gas prices, which are under two dollars per gallon are reminiscent of the "good ol' days".

When considering President Barack Obama's many successes, it is clear that he will be remembered as the President who elevated his initial slogan from "Yes, We Can" to "Yes, We Did". President Obama is arguably the most progressive president in American history. To combat the negative discourse in the media, the Houston Forward Times found it both necessary and imperative that we celebrate President Obama's professional achievements and global impact during his tenure as the 44th President of the United States of America, because when it comes to moving America forward—YES, HE DID!



# SPACE



FOLLOW US ONLINE AT [WWW.FORWARDTIMESONLINE.COM](http://WWW.FORWARDTIMESONLINE.COM)





**ATTRACT**

**INTEREST**

**DELIVER A  
MESSAGE**

# MARKETING HIERARCHY

**What your design should do!**



# IT'S EVERYWHERE!





## SLOW-BRAISED STUFFED LAMB BREAST

SERVES 6

Breast of lamb is a fatty cut that needs slow cooking, but it can be just as rewarding as the more expensive choice cuts. Here I'm stuffing it with anchovies, garlic and olives, which all go so well with lamb, and braising it in tinned tomatoes instead of stock. Try to stuff the breasts a day ahead as it helps to tenderise the meat even more. Serve with mashed potatoes and buttered kale.

3 lamb breasts, bones and skin removed  
1½ tbsp dried oregano, plus a pinch for later  
1½ tbsp dried chilli flakes, plus a pinch for later  
Zest of 2 lemons  
2 x 90g jars anchovies, drained  
Olive oil, for frying  
1 onion, peeled and sliced

1. Preheat the oven to 170°C/Gas 3.
2. Open out the lamb breasts and place them on a chopping board. Season each one on both sides with salt and pepper. Scatter the oregano, chilli flakes and three-quarters of the lemon zest evenly over the fleshy side of the meat. Arrange the anchovies equally over each breast.
3. Starting at the smaller end of the meat, roll each breast into a tight sausage shape and tie at intervals with string.
4. Fry the rolled breasts in a large hot, oiled casserole dish for about 3 minutes until lightly browned all over. Remove the lamb and set aside, then add the onion and garlic to the pan. Cook over a medium heat for 5 minutes until soft and coloured. Add the pinches of chilli flakes and oregano, the remaining lemon zest, then the capers and olives.

3 garlic cloves, peeled and crushed  
1 tbsp capers  
200g pitted black olives, e.g. Kalamata, drained  
1 x 750ml bottle dry white wine  
1 x 400g tin whole peeled plum tomatoes  
Sea salt and freshly ground black pepper

5. Add the wine to deglaze the pan, scraping up any bits from the bottom. Boil for 5 minutes, then add the tomatoes and gently bring back to the boil. Return the lamb breasts to the pan, basting them in the sauce.
6. Cover the pan with a lid and cook in the preheated oven for 2–2½ hours until the meat is tender. Baste and turn the meat often.
7. Remove the meat from the oven and let it rest for a couple of minutes before slicing thickly. Skim any excess fat from the pan, then spoon the sauce over the lamb.

### HOW TO USE DRIED HERBS

Everyone assumes these days that you should always use fresh herbs. While some, such as basil and parsley, don't dry well, others, such as marjoram, bay and oregano, do. I would never use them to finish a dish, but they can work well in a slow braise, where they will naturally rehydrate and flavour the meat. Never use as much as you would fresh, though, as the flavour can be very concentrated.

## Gazpacho

SERVES 2 **LIGHT**

**WHY THIS RECIPE WORKS:** While a bowl of chilled gazpacho is incredibly appealing on a hot summer day, chopping piles of vegetables is not, making this popular Spanish soup an ideal recipe to scale down. Since we wanted our soup chunky, we skipped the blender and food processor in favor of hand chopping the vegetables—but with just one tomato, half a bell pepper, and half a cucumber, our prep work was kept to a minimum. Shallot provided an aromatic note that was sweet, not harsh, and marinating the vegetables briefly in sherry vinegar ensured our soup was seasoned throughout. A cup of tomato juice along with a few ice cubes gave our soup just the right consistency and guaranteed it was thoroughly chilled. Cutting the vegetables into small (¼-inch) pieces is important for the texture of this soup; don't hesitate to pull out a ruler when prepping the vegetables. For the nutritional information for this recipe, see page 412.

- 1 large tomato, cored, seeded, and cut into ¼-inch pieces
- ½ red bell pepper, cut into ¼-inch pieces
- ½ cucumber, halved lengthwise, seeded, and cut into ¼-inch pieces
- 1 shallot, minced
- 2 tablespoons sherry vinegar
- 1 small garlic clove, minced
- Salt and pepper
- 1 cup low-sodium tomato juice
- ¼ teaspoon hot sauce (optional)
- 3 ice cubes
- 2 teaspoons extra-virgin olive oil
- 2 tablespoons minced fresh parsley or cilantro

1. Combine tomato, bell pepper, cucumber, shallot, vinegar, garlic, ¼ teaspoon salt, and ¼ teaspoon pepper in medium bowl and let sit for 5 minutes. Stir in tomato juice, hot sauce, if using, and ice cubes. Cover and refrigerate until well chilled and flavors meld, at least 4 hours or up to 24 hours.

2. To serve, discard any unmelted ice cubes. Stir soup to recombine and season with salt and pepper to taste. Ladle soup into individual chilled serving bowls, drizzle with oil, and sprinkle with parsley.

### VARIATION

#### Gazpacho with Shrimp

For the nutritional information for this recipe, see page 412.

Add 8 ounces cooked and peeled small shrimp (51 to 60 per pound), chilled, to soup before seasoning with salt and pepper in step 2.



A brief marinade in bright sherry vinegar seasons the vegetables throughout for our light and refreshing gazpacho.

### Seeding Raw Tomatoes



**A. FOR ROUND TOMATOES:** Halve tomato through equator. Gently squeeze each half and shake out seeds and gelatinous material. Use your finger to scoop out any remaining seeds.



**B. FOR PLUM TOMATOES:** Halve tomato through core end. Scoop out seeds and gelatinous material with your finger.



A close-up profile of a young monkey with dark brown fur, looking towards the left. The monkey's face is in focus, showing its eyes, nose, and mouth. The background is blurred, suggesting a natural habitat.

MAKING THINGS LOOK AWESOME

---

**GENERAL TIPS!**





This type is far too light

**THIS TYPE IS A BIT  
OVERPOWERING**

This type is a little too small for this medium



**Keep the contrast high**

**Use capital letters  
appropriately and sparingly.**

**Be intentional about your  
choice of type size**

**Always  
prioritise  
readability  
above  
aesthetics**

# General Tips





This block of text can get a little bit tedious to read after a while, and this may be due to the long line lengths. These sentences have an average of about 57 characters (including) spaces in them whereas the sweet spot is at about 30-40.

too long

too short

On the other hand, this block of text has an average of about 18 characters per line, which is too short, making the sentences choppy and a bit awkward to read.



just right

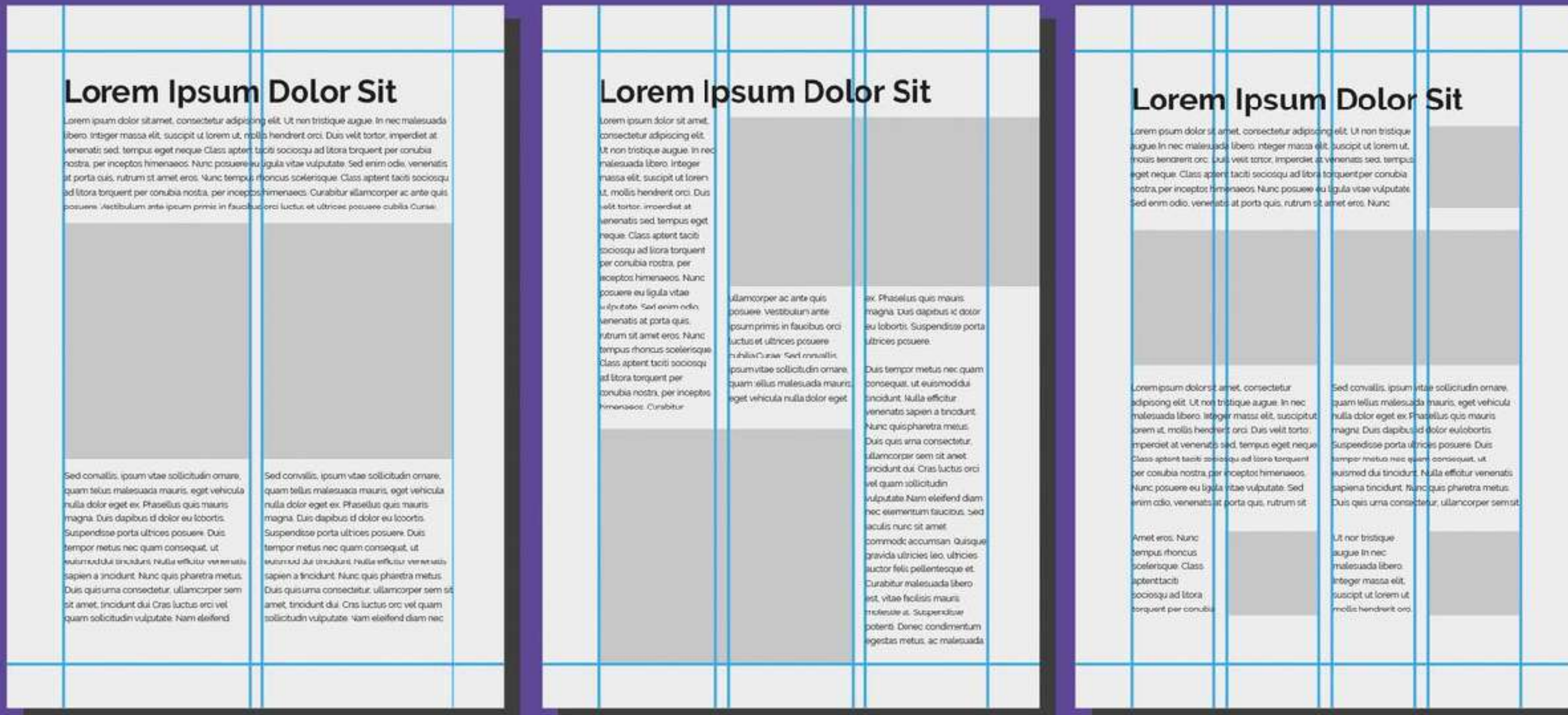
This block of text averages about 34 characters per line and around 6 words per line, making it the most comfortable line length for the eye to read. Keep your line lengths short, people.

# Keep your line lengths short!

## General Tips



# If you can, use a grid



## General Tips



# Think about your audience!

## *Children's Concert*

Live musical acts, shows and  
activities for kids of all ages

**1.30PM - 4.00PM**  
at Green Park

## **CHILDREN'S CONCERT**

Live musical acts, shows and  
activities for kids of all ages

**1.30PM - 4.00PM**  
**AT GREEN PARK**

## General Tips





Lorem ipsum dolor sit amet, consectetur tortor elit. Integer rutrum imperdiet leo tincidunt sollicitudin. Curabitur iaculis mattis tincidunt. Vivamus mauris metus, elementum a turpis eget, fringilla.

**orphan**

Cras malesuada metus turpis, vel vestibulum odio

**widow**

convallis praesent justo.

Nec sagittis urna. Leo nibh, venenatis non suscipit venenatis, tempus vel risus. Nam vel odio sed turpis tincidunt bibendum. Morbi eu fermentum tortor.

Nullam eu vulputate sapien. Integer risus ex, ultrice diam et, rutrum...



Lorem ipsum dolor sit amet, consectetur tortor elit. Integer rutrum imperdiet leo tincidunt sollicitudin. Curabitur iaculis mattis tincidunt. Vivamus mauris metus, elementum a turpis eget, fringilla.

**orphan** is removed by bringing the preceding word down a line

Cras condimentum nibh malesuada metus turpis, vel vestibulum odio convallis praesent justo.

**widow** is gotten rid of by adjusting column length

Nec sagittis urna. Leo nibh, venenatis non suscipit venenatis, tempus vel risus. Nam vel odio sed turpis tincidunt bibendum. Morbi eu fermentum tortor.

Nullam eu vulputate sapien. Integer risus ex, ultrice diam et, rutrum. Vivamus a est suscipit, malesuada ex gravida, sapien nec tristique...

# Avoid Widows and Orphans

## General Tips



*flowers*  
SHOW YOUR LOVE

**PAINTBALL**  
for the daring

*flowers*  
SHOW YOUR LOVE

**PAINTBALL**  
for the daring

Have a  
logical  
colour  
palette

**General Tips**





**Using lots of fonts**  
can make for a design  
that is cluttered,  
*overcomplicated,*  
**AND JUST NOT VERY NICE**



*But if you just use  
a small selection,*  
you can keep your  
design cleaner, clearer  
and just much easier  
to digest

# Think about the fonts you use

## General Tips





*This Is My Title*  
*This is a display font called 'Yellowtail' that just does not work well within larger bodies of text. Not a very wise choice.*



*This Is My Title*  
This is a simple serif font called 'Georgia' that works very well within larger bodies of text. 'Yellowtail' is still able to be used for the heading. Overall, a much wiser choice.

Don't use  
display  
fonts for  
body copy

## General Tips





Never Ever  
Stretch  
Your Type



INSTEAD, TRY A  
TALLER TYPEFACE  
LIKE 'BEBAS NEUE'  
OR A WIDER  
ONE LIKE  
'SILVERFAKE'

Never  
stretch  
ANYTHING!!

General Tips





**Colour  
Discord**

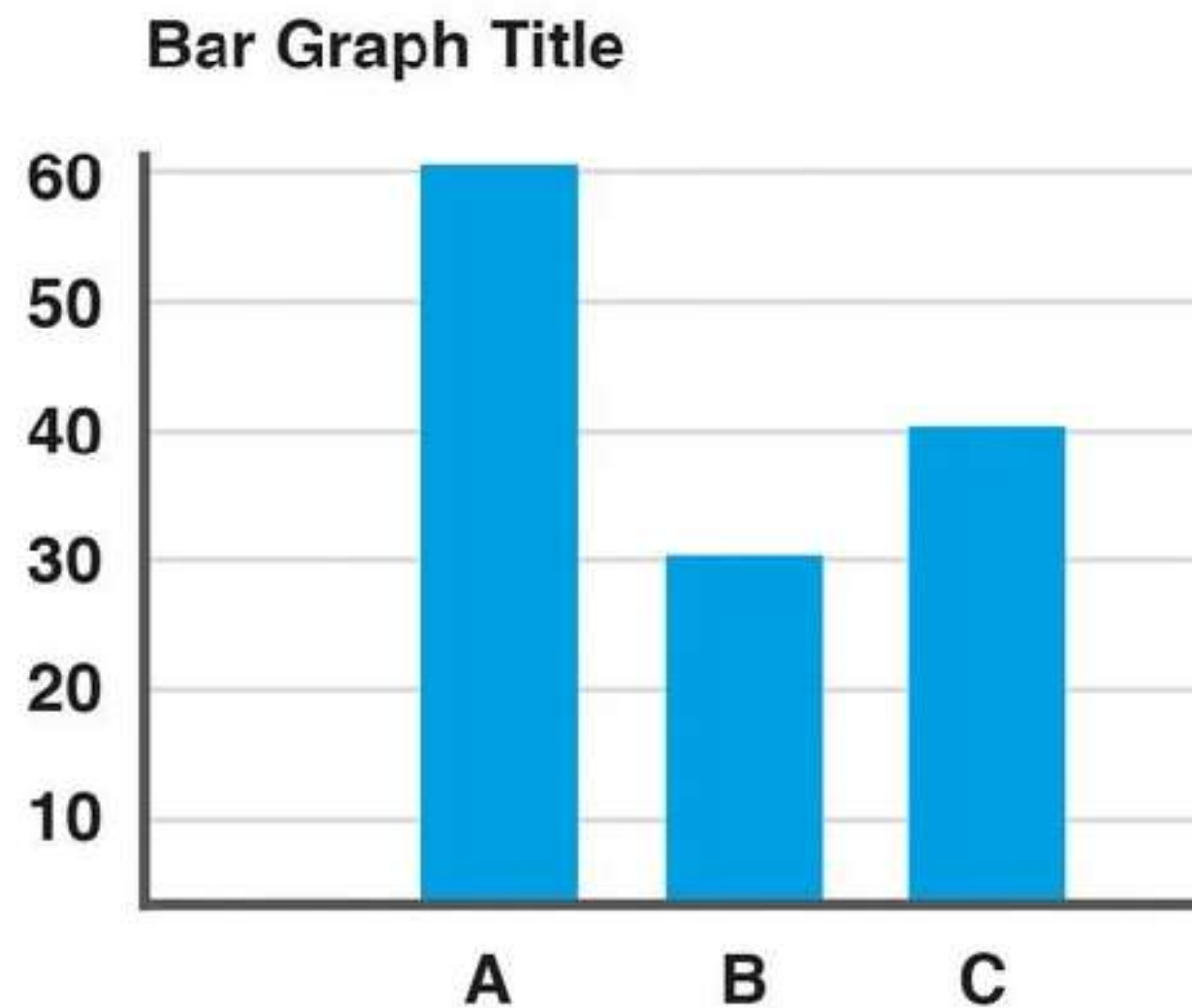
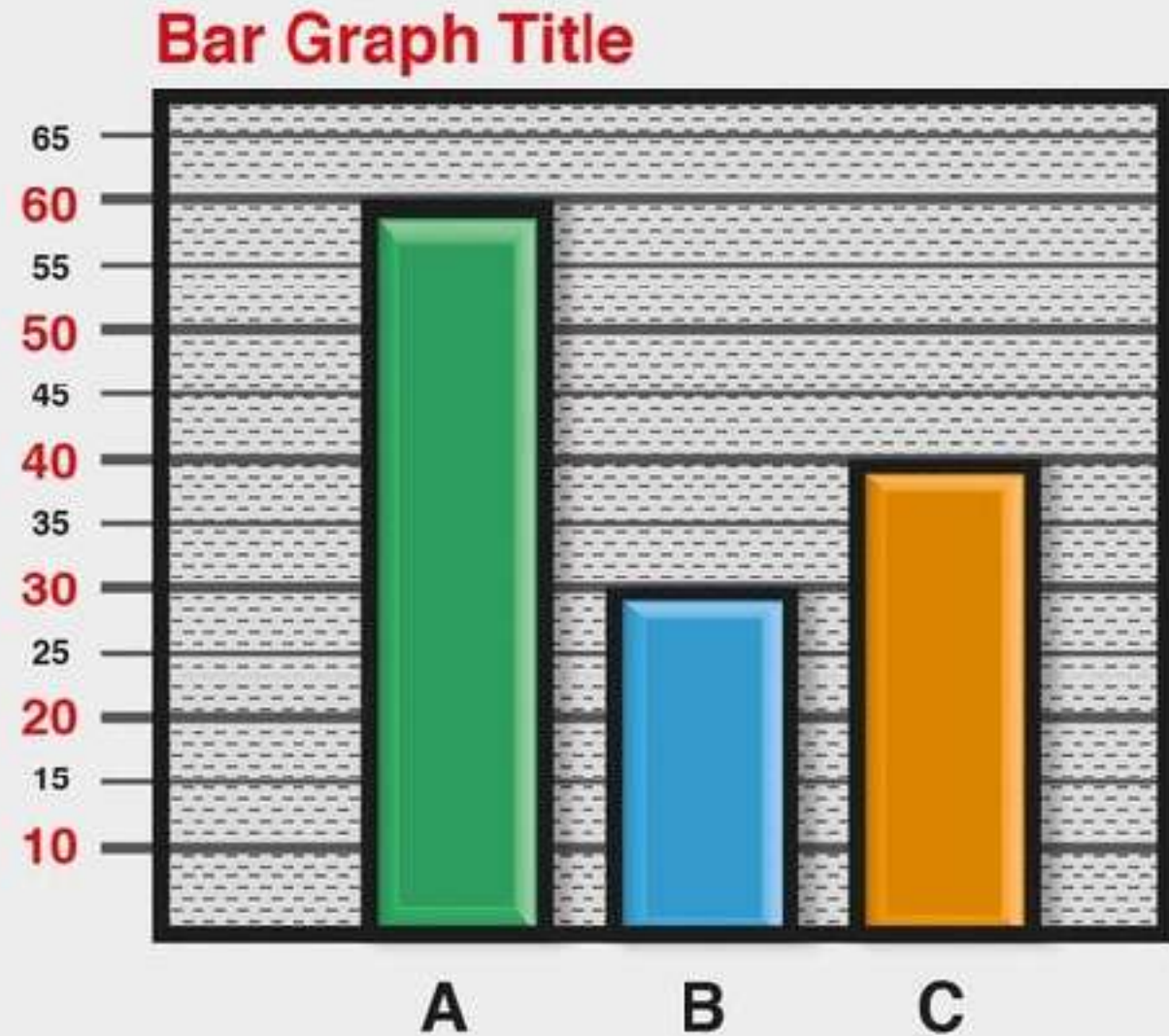


**No  
Colour  
Discord**

**Avoid  
colour  
discord**

**General Tips**





Don't use  
too many  
effects  
(keep it  
simple)

## General Tips



## ACTIVITY

- Each group given a brief for an event or story
- Each group come up with an idea for a poster or leaflet that communicates the event/story



# CONCEPT DEVELOPMENT



A workshop with a wooden wall and shelves filled with various tools. The wall is covered with hanging tools like hammers, wrenches, and pliers. Shelves hold more tools, including a large wooden mallet, a glass bottle, and various metal pieces. The lighting is warm and focused on the tools.

MAKING THINGS LOOK AWESOME

WHAT TOOLS SHOULD I USE?





# THE BEST DESIGNS START ON PAPER!

## What Tools Should I Use?





Microsoft  
**Word**

**MICROSOFT WORD  
CAN DO MORE THAN  
YOU THINK IT CAN!**

**What Tools Should I Use?**





# CANVA

## What Tools Should I Use?



SEARCH

LAYOUTS

ELEMENTS

TEXT

BKGROUND

UPLOADS

Search 1,000,000 images...

Canva layoutsNEW

WE REQUEST YOUR PRESENCE  
ON THE WEDDING OF  
**PETER & ALEXA**  
2019  
Friday 12th May, 12:00pm / 12:00pm to the wedding  
at the  
Blossom Hall 12, Newington Road  
Bristol, England

WEDDING YOUR PRESENCE AT THE WEDDING OF  
DATE: 12th May 2019, 12:00pm to 1:00pm  
12th May 2019, 12:00pm to 1:00pm  
12th May 2019, 12:00pm to 1:00pm

MR. & MRS. BANKS  
invite you to  
**Brunch**  
11 OCT 2019 • 11AM  
THE WINSTON HOTEL  
564 HEATHERFIELD DRIVE  
BOSTON, MA  
FREE

LET'S JOIN MOM TO BE  
*Aubrey Louis*  
FOR A BABY SHOWER  
THE SHOWER WILL BE  
12th May 2019, 12:00pm to 1:00pm  
12th May 2019, 12:00pm to 1:00pm

Jonathan  
& Melissa

WEDDING AND WEDDING  
*married!*  
FREE

JOANNA  
EVANS  
10  
11  
12  
P.M.

*Melissa Tucker*  
OCTOBER 12th  
12:00pm to 1:00pm  
12:00pm to 1:00pm

two cute!  
ALEX & TINA'S BIRTHDAY  
FREE

WHITE  
ELEPHANT  
FREE

*Blair's*

LACY & WENDY  
JANUARY 12th







SEARCH



LAYOUTS



ELEMENTS



TEXT



BACKGROUND



UPLOADS

Search 1,000,000 images...



Succulents are plants that have some parts that are more than normally thickened and fleshy, usually to retain water in arid climates or soil conditions.

They may store water in various structures, such as leaves and stems. Succulents are often grown as ornamental plants because of their striking and unusual appearance.



GLAM &amp; GARDENS

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Fort Worth,  
TX 76110

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

GLAM &amp; GARDENS

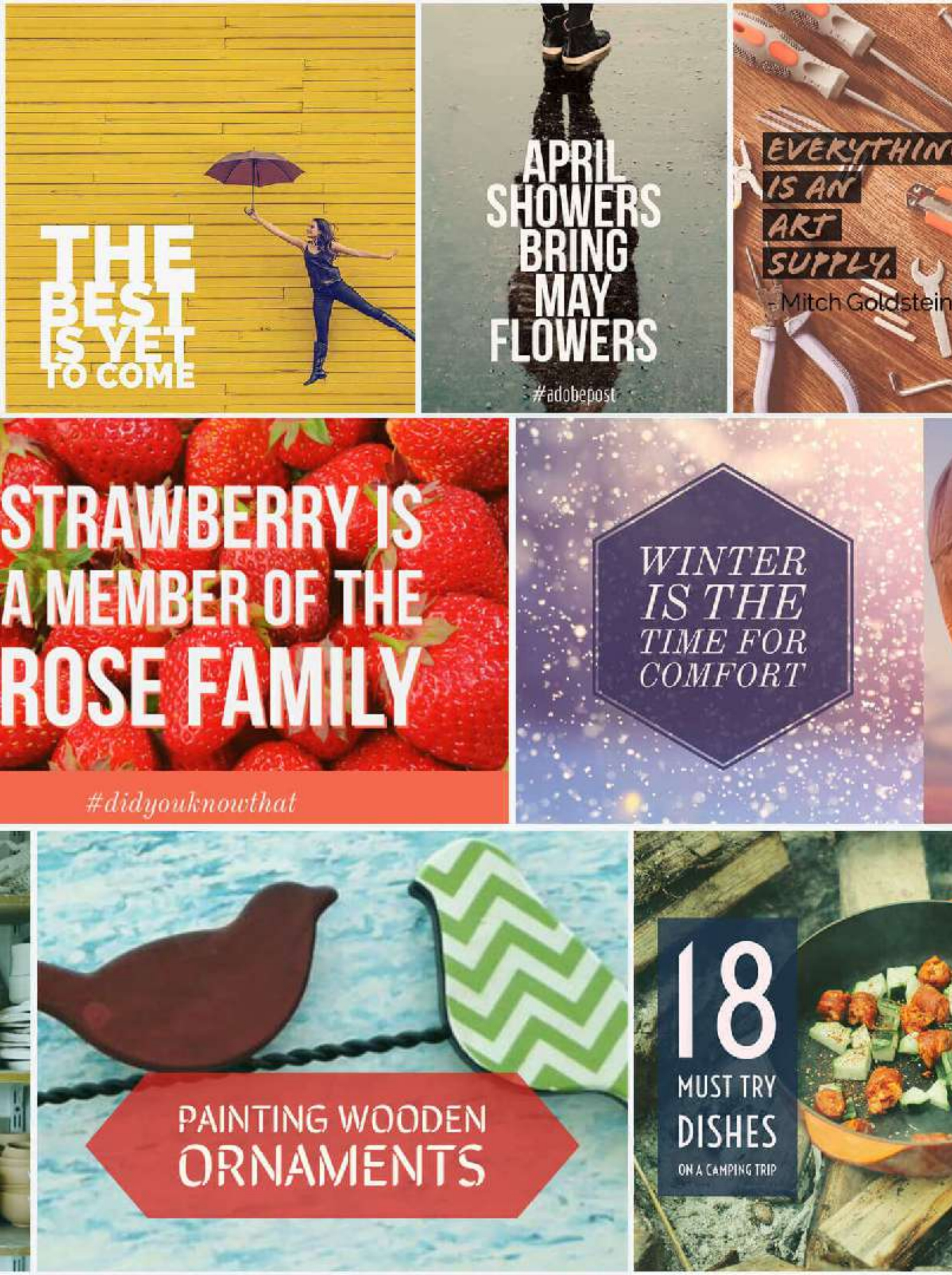


1



+ Add a new page





# ADOBE SPARK

**What Tools Should I Use?**



# Create on the go with Adobe Spark's mobile apps



Spark Post

Create stunning social graphics - in seconds.



Spark Page

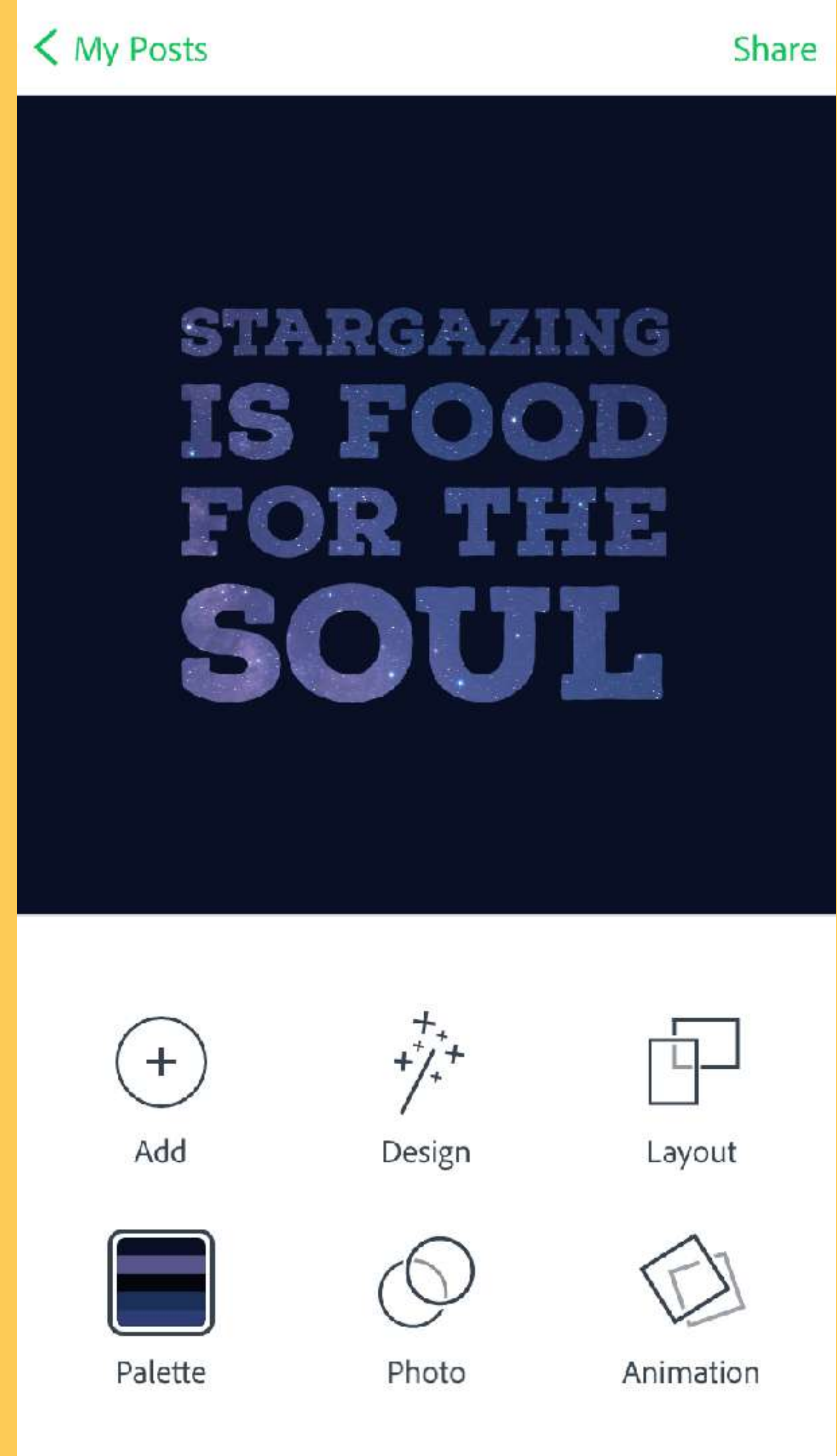
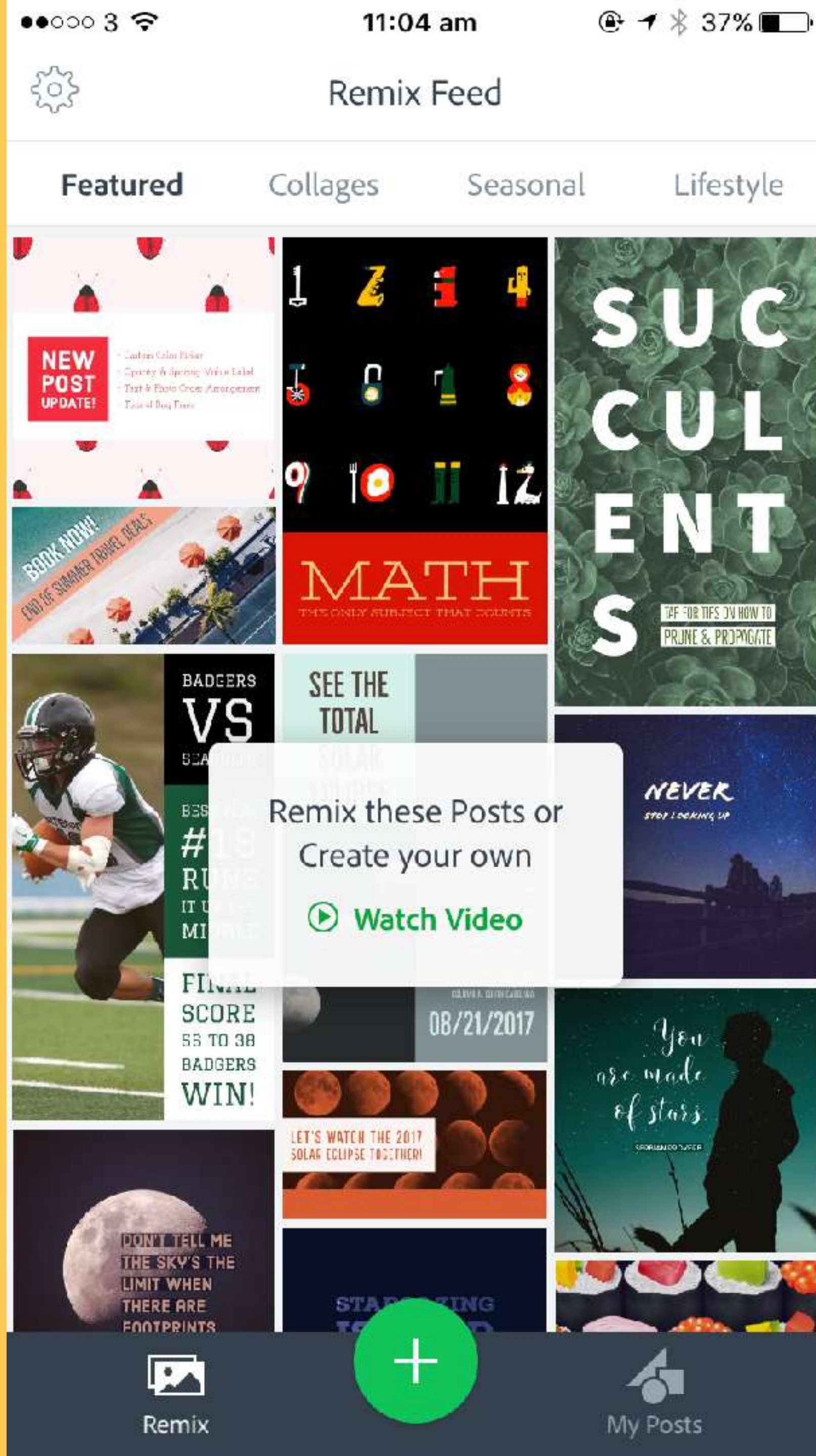
Turn words and images into beautiful web stories -  
in minutes.



Spark Video

Create compelling animated videos - in minutes.









**QUESTIONS?**



A top-down view of a person's hands writing in a notebook on a wooden desk. The person is wearing a blue and white striped shirt and a gold-toned watch. A laptop is open to the left, and a camera with a red and black strap is to the right. The scene is lit with warm, natural light.

# STORYTELLING SKILLS

SUMMER SESSIONS

# THANKS FOR COMING!