

graphic design 101

FOR LIBRARY PROFESSIONALS



The Good News About Family Law

Library



RI
Life



LUNCHTIME SPEAKER SERIES

Wednesday, October 21

12-1:30 p.m.

DECONSTRUCTING CLIENT POSITIONS:
Identifying Interests and Working Towards Agreement

Nicole Gesher, Esq.
Gesher Mediation

Nicole Gesher is a Bay Area mediator who has operated her own mediation practice since 2010. She helps her clients build collaborative solutions, and focusses on Family Law, Landlord/Tenant disputes, and Business Partnerships. She currently sees clients in San Francisco and Redwood City.

PROGRAMS ARE FREE & OPEN TO EVERYONE

San Francisco Law Library

1145 Market St., 4th floor
San Francisco, CA 94103
415-554-1772

www.sflawlibrary.org

Seating is on a first-come, first-served basis

Civic Center Bart & Muni stops outside the building, between 7th & 8th

what do we want to achieve?

**create a
mood**

**convey
information**

**sell a
product**

01

PLAN

02

MOOD

03

INFORMATION

04

TOOLS

plan



#1

- Purpose
- Audience
- Format / Medium
- Branding
- Mood / Content

example

Training Session

Purpose

Attendance

Audience

Clients

Format

Flyer or Website Ad

Mood

Friendly, Inviting

Content

When & Where
Photos from past sessions
Logos of software

Annual Report

Purpose

Funding
Goal Setting

Audience

Shareholders

Format

Infographic or Printed Report

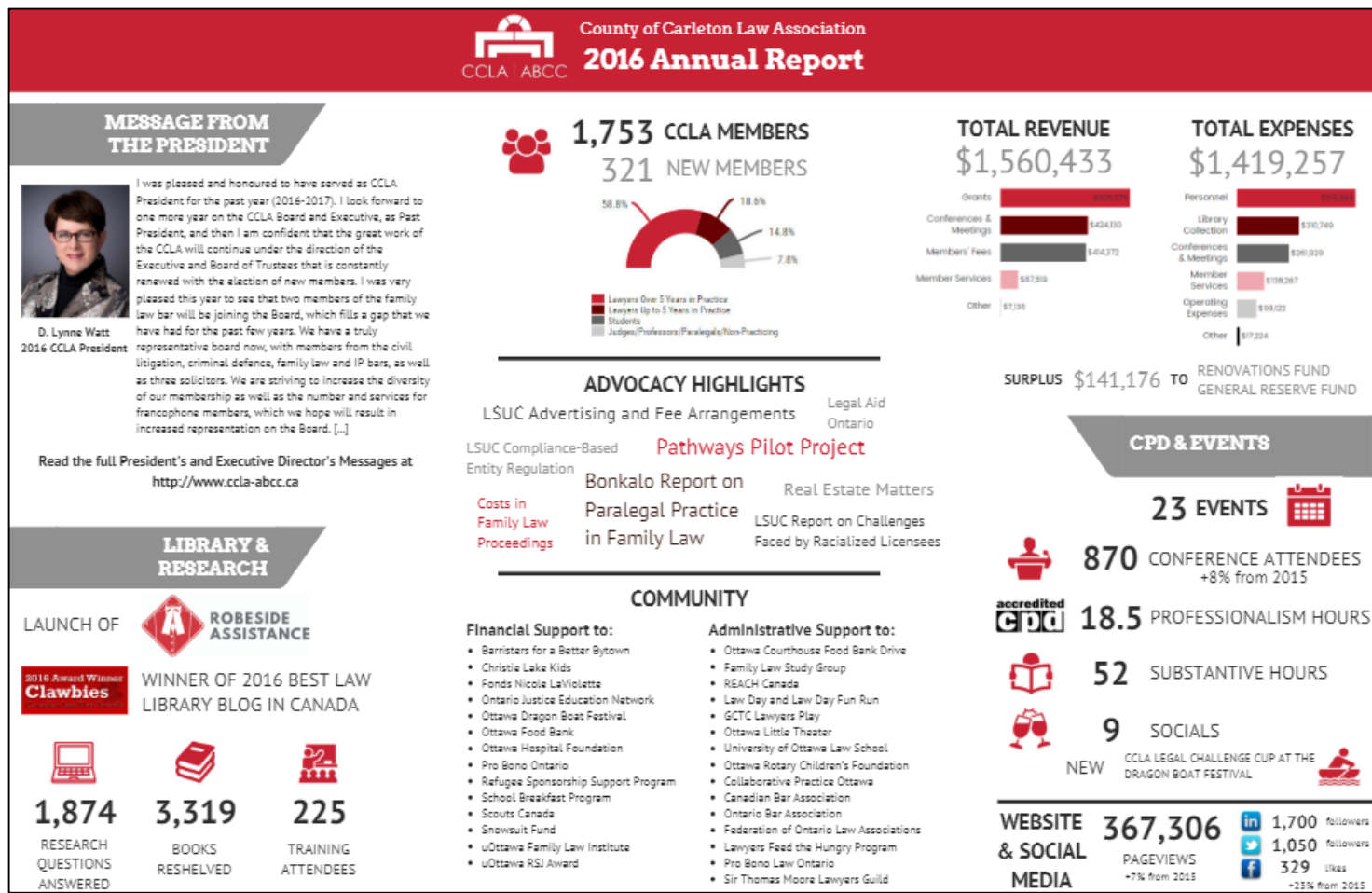
Mood

Professional, Clean, Capable

Content

Statistics
Achievements

A word about infographics



- **Layout**
- **Composition**
- **Colour Theory**

mood

#2

KEEP IT SIMPLE.

DON'T FEAR THE WHITE SPACE.

layout

Design on a Grid



layout

Design on a Grid

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layout

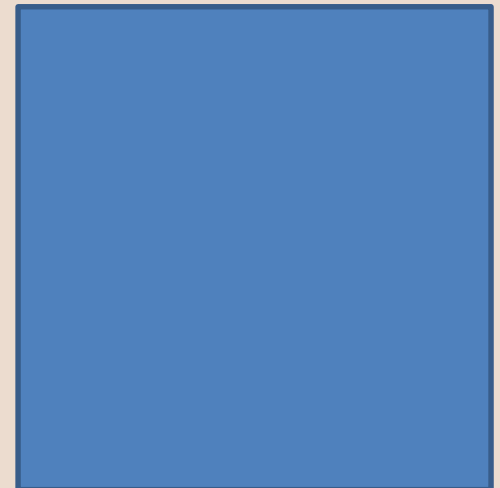
Design on a Grid



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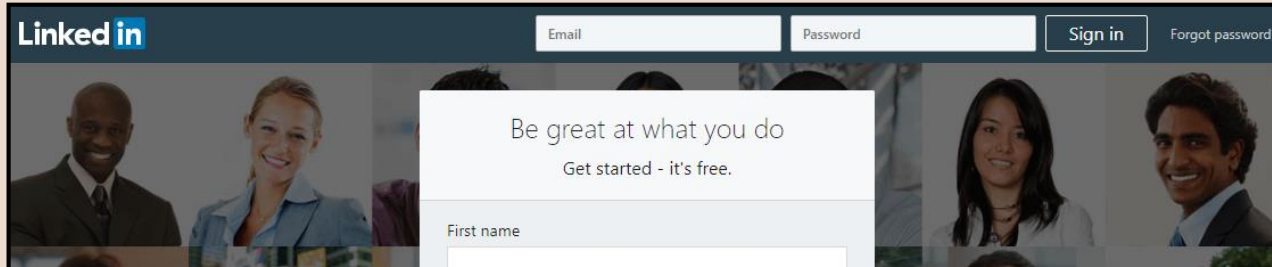
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Donec ipsum felis, elementum ut ultricies non, vestibulum non purus. Nunc nec lorem pretium, hendrerit purus in, dictum odio. Aliquam ut rhoncus metus, in iaculis justo. Pellentesque ultricies diam sit amet mattis posuere.



layout

Using Shapes

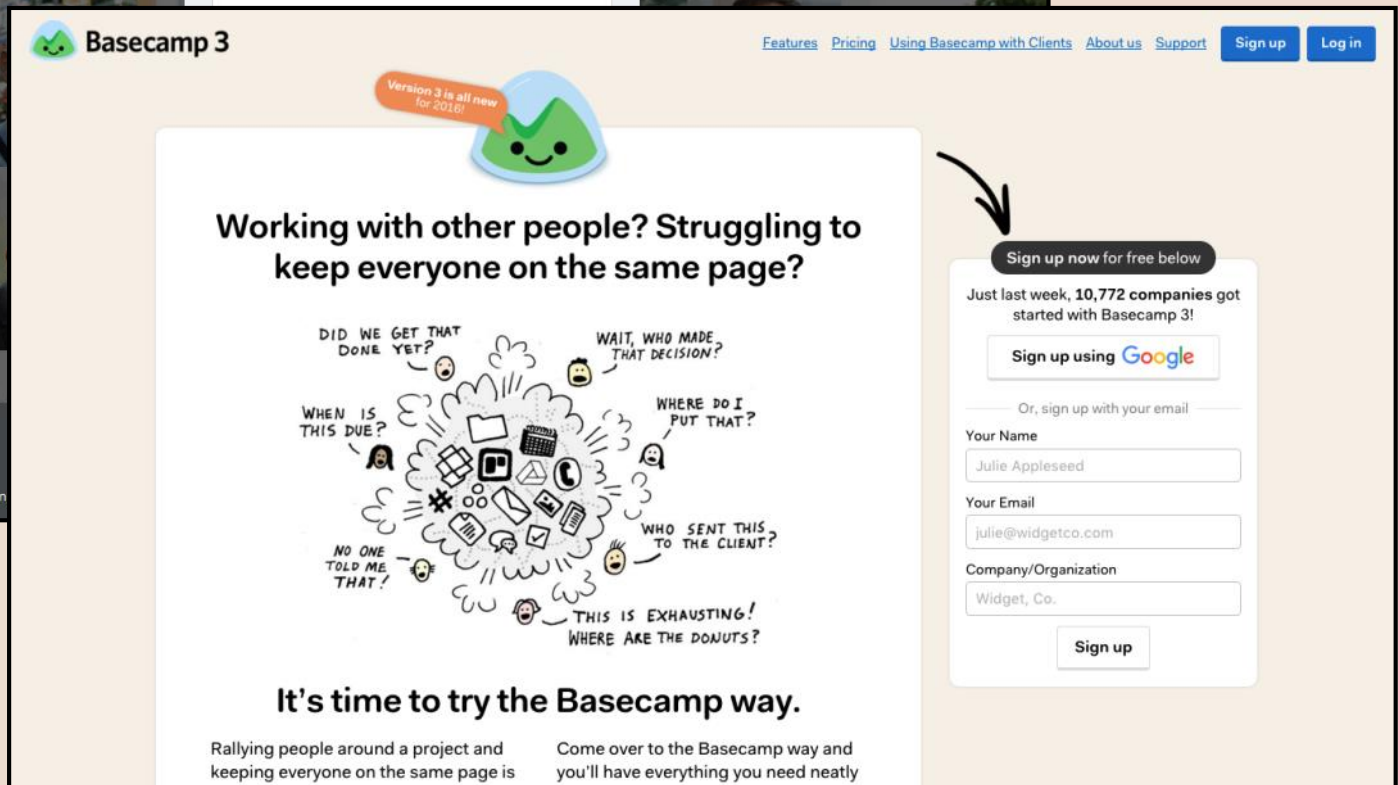


LinkedIn

Email Password [Sign in](#) [Forgot password?](#)

Be great at what you do
Get started - it's free.

First name




Basecamp 3

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Version 3 is all new for 2016!

Working with other people? Struggling to keep everyone on the same page?



DID WE GET THAT DONE YET?
WHEN IS THIS DUE?
NO ONE TOLD ME THAT!
WAIT, WHO MADE THAT DECISION?
WHERE DO I PUT THAT?
WHO SENT THIS TO THE CLIENT?
THIS IS EXHAUSTING! WHERE ARE THE DONUTS?

It's time to try the Basecamp way.

Rallying people around a project and keeping everyone on the same page is

Come over to the Basecamp way and you'll have everything you need neatly

Sign up now for free below

Just last week, 10,772 companies got started with Basecamp 3!

[Sign up using Google](#)

Or, sign up with your email

Your Name

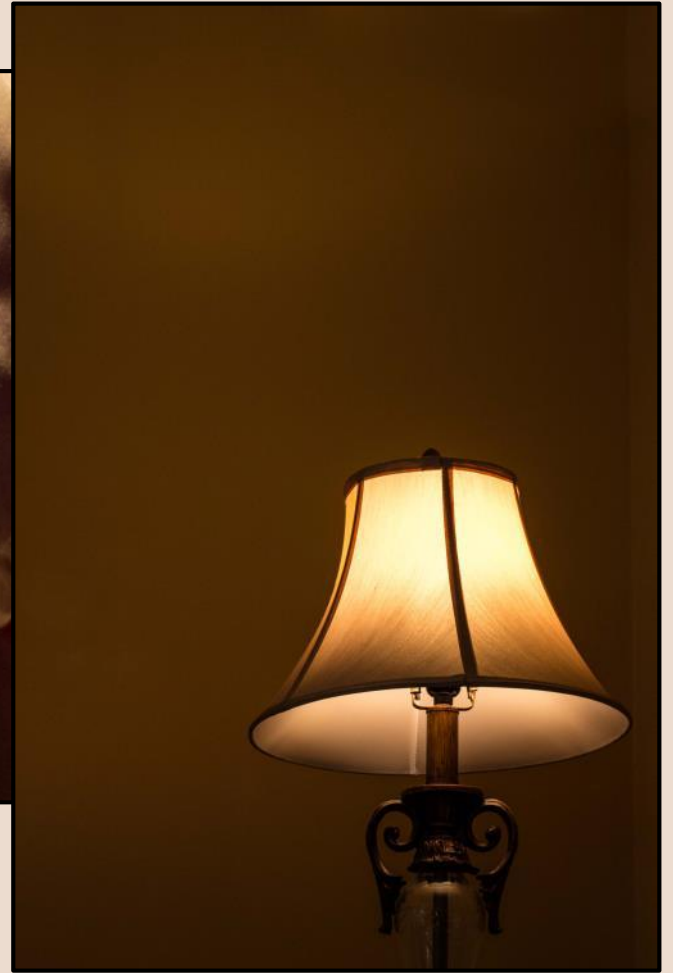
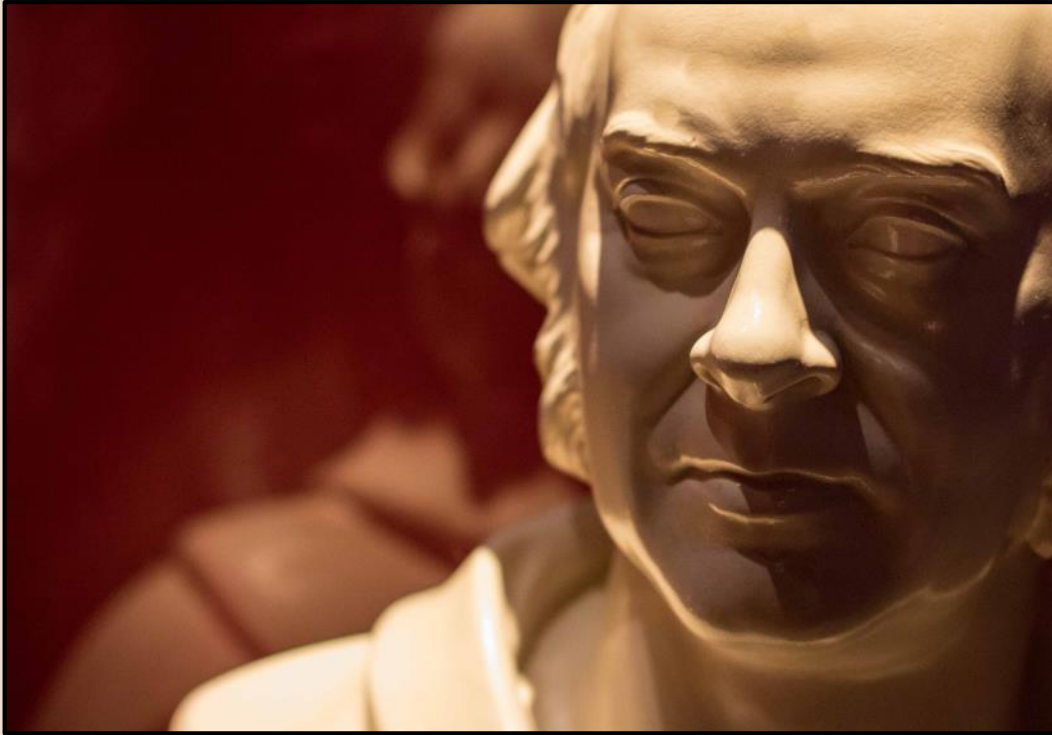
Your Email

Company/Organization

[Sign up](#)

composition

Rule of Thirds



composition

Depth



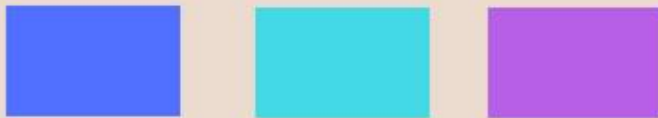
composition

Leading Lines



colour theory

- What colours go together, and what mood do they create?



colour theory

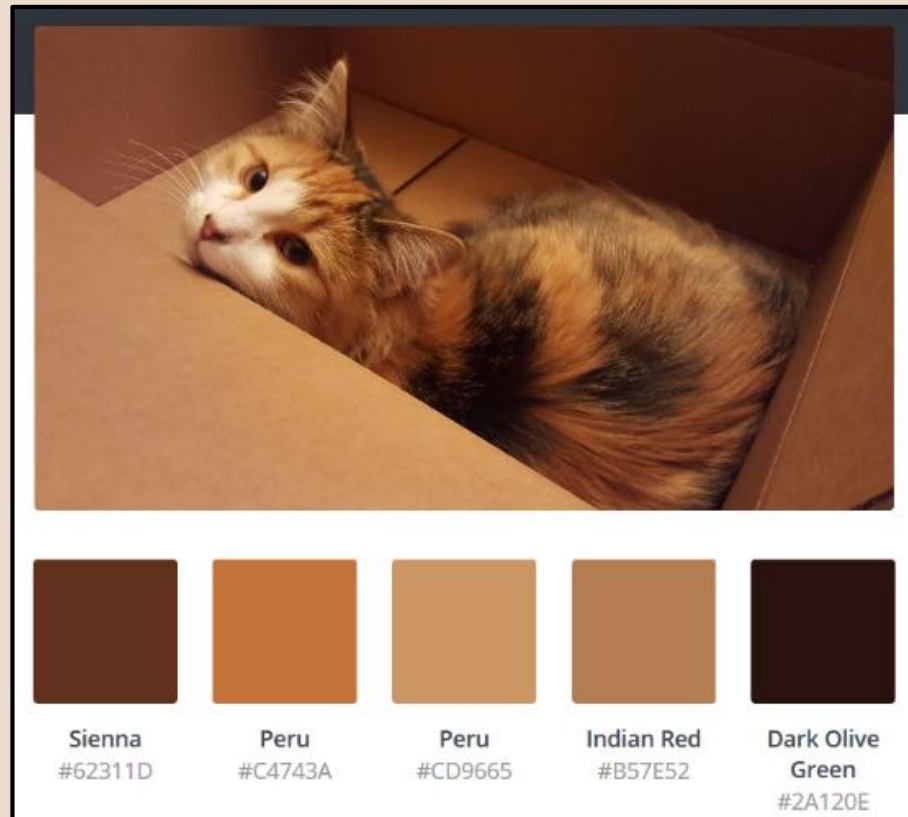
Combinations

<http://colorsupplyyy.com/app/>

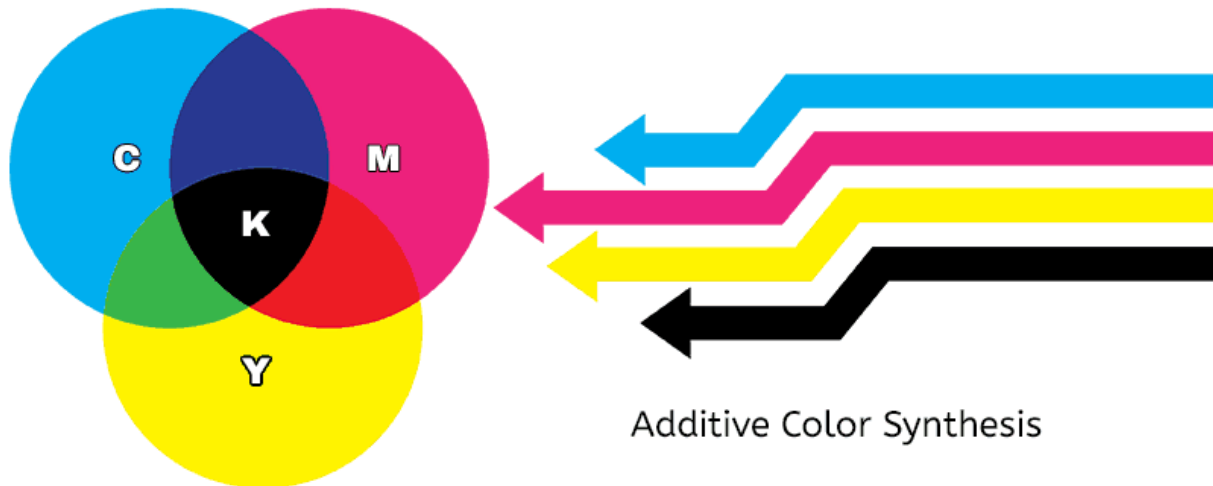
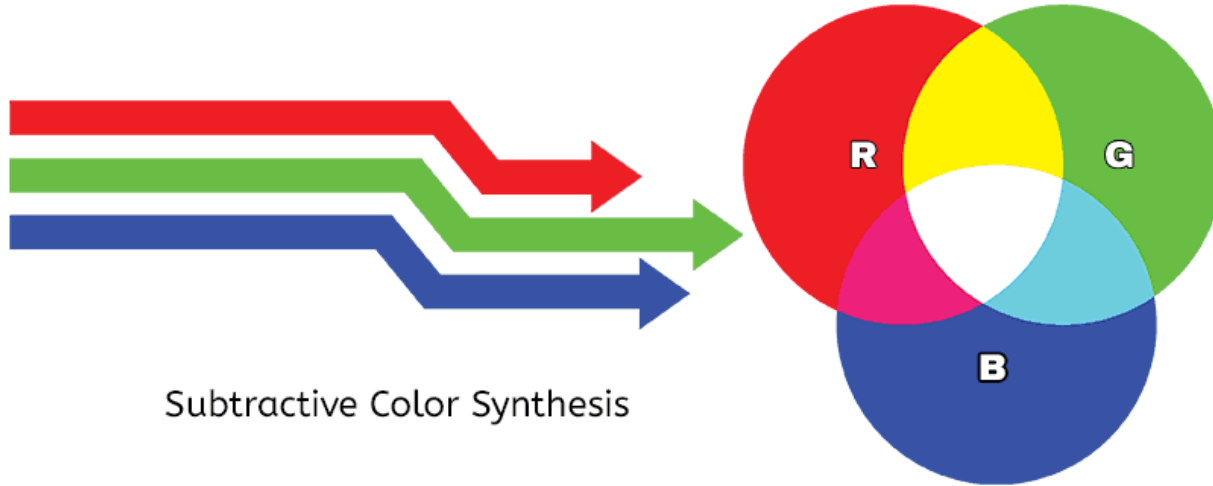
colour theory

Canva Palette Generator

<https://www.canva.com/color-palette/>



RGB vs CYMK vs Hex



information

#3

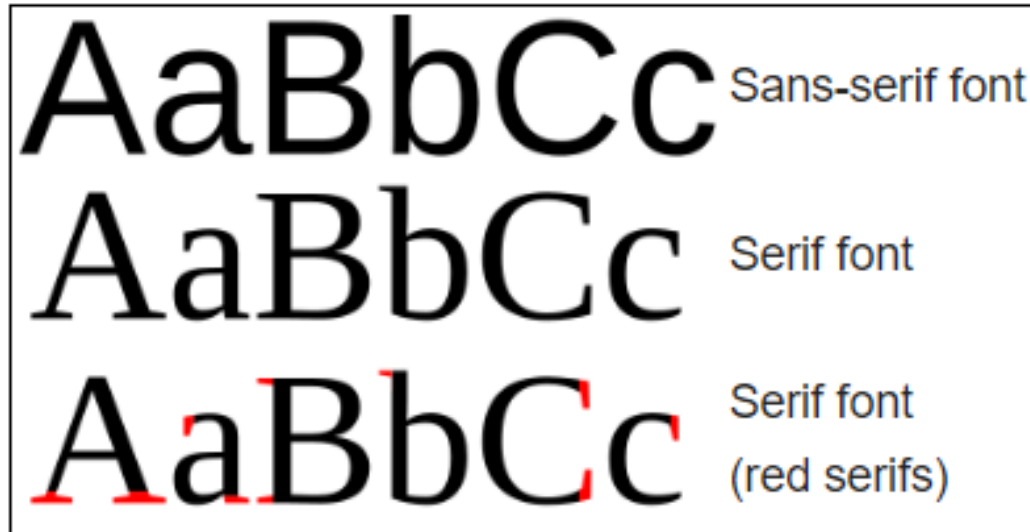
- Select the value you want to convey
- Write in a professional tone
- Edit, edit, edit

readability

**typogra
phy**

KEEP IT SIMPLE.

typography



Serifed Title

Sans Serif Body Text

typography

Google Fonts (<https://fonts.google.com/>)

Open Sans

Roboto

Lato

Montserrat

Ubuntu

PT Serif

Noto Serif

Fonts to Avoid

Comic Sans

Papyrus

Courier

Impact

Tempus Sans

Bradley Hand

Kristen

Cursive Fonts

readability

- *CAPITALIZATION*
- Choose *one* or two fonts and be consistent
- **Bolding** and **italics** should be *used sparingly*
- Avoid underlining
- If you're using colour, pay attention to **contrast**
- White space

- Visual Identity
- Canva

tools

#4

creating a visual identity

- Consider existing Logos, Branding
- Choose your font(s)
 - Headers
 - Body text
- Choose a palette
- Stick to it!

final tips

01

Keep an eye out
for good design

02

Get feedback

03

Don't take it
personally

thank you!

BLAURITZEN@CCLA-ABCC.CA

@BRENDA LAURITZEN

