A Picture Is Worth A Thousand Shares

Graphic and Photo Basics

April 18, 2021

Noon - 1 PM

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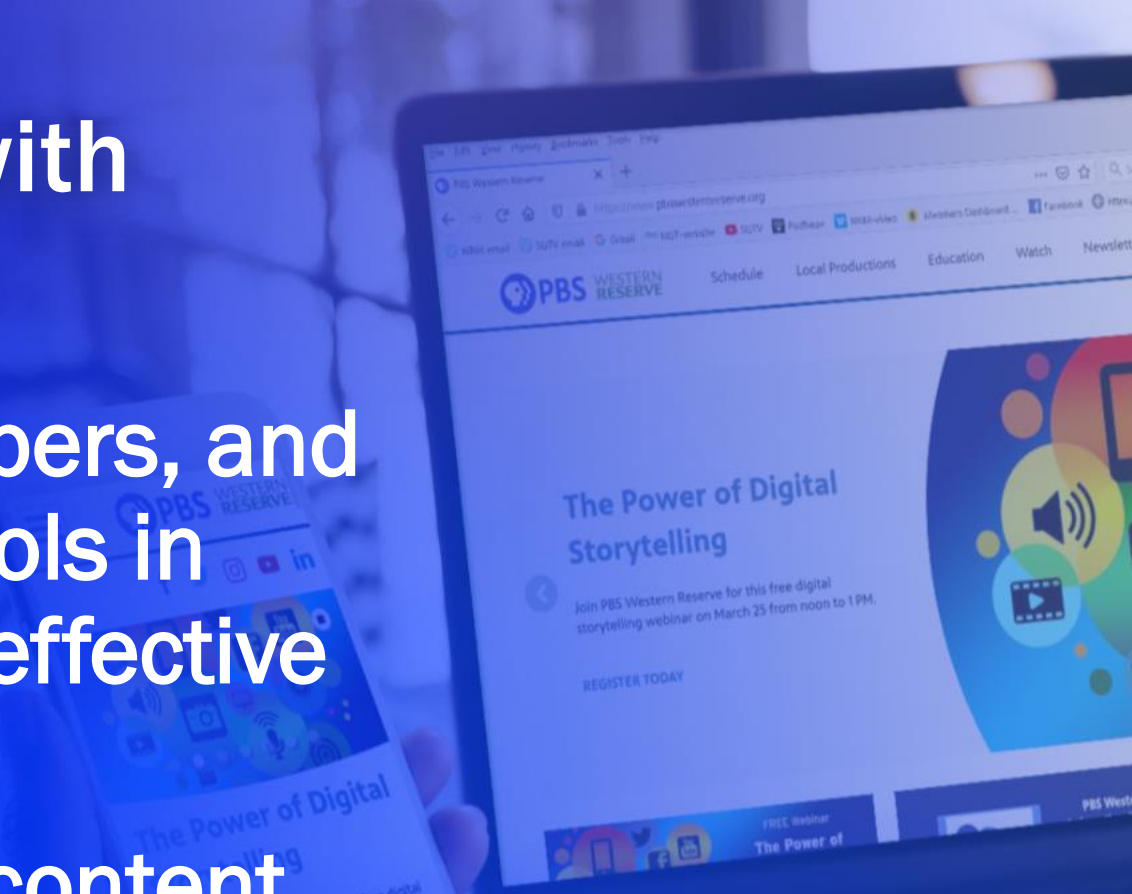
Digital Storytelling Series with PBS Western Reserve

- Community partners, members, and individuals can learn the tools in creating digital content for effective digital storytelling.
- You will learn about digital content creation through website creation, video, audio podcasting, content strategy, and more.



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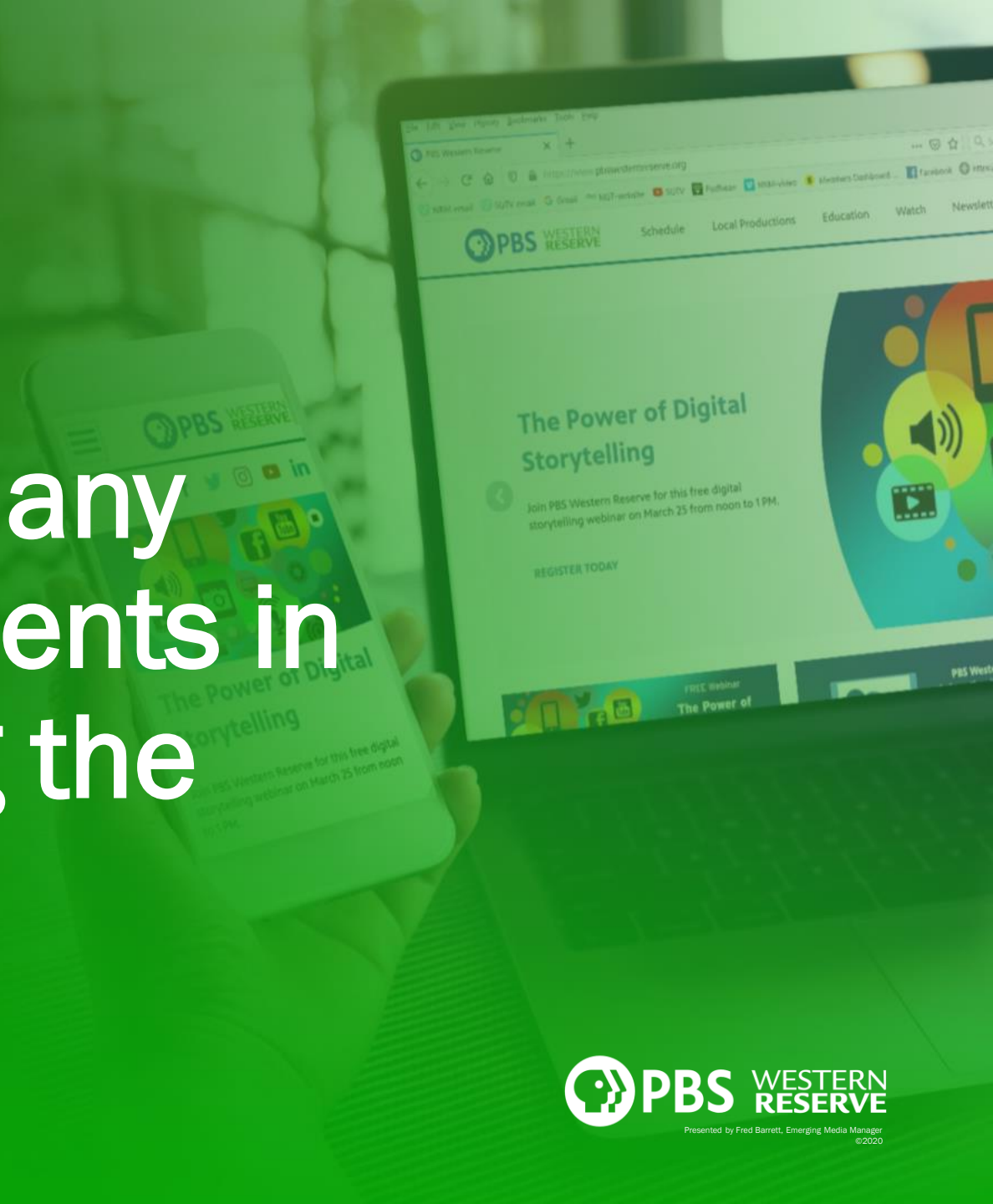
Questions:

Feel free to submit any questions or comments in the chat box during the presentation.



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Topics

- Social Media Images: Impact and Stats
- Before Creating A Social Media Image
- Design Tips
- Social Media Graphic Steps
- Graphic Design Elements
- Photo Tips
- Suggested Platforms

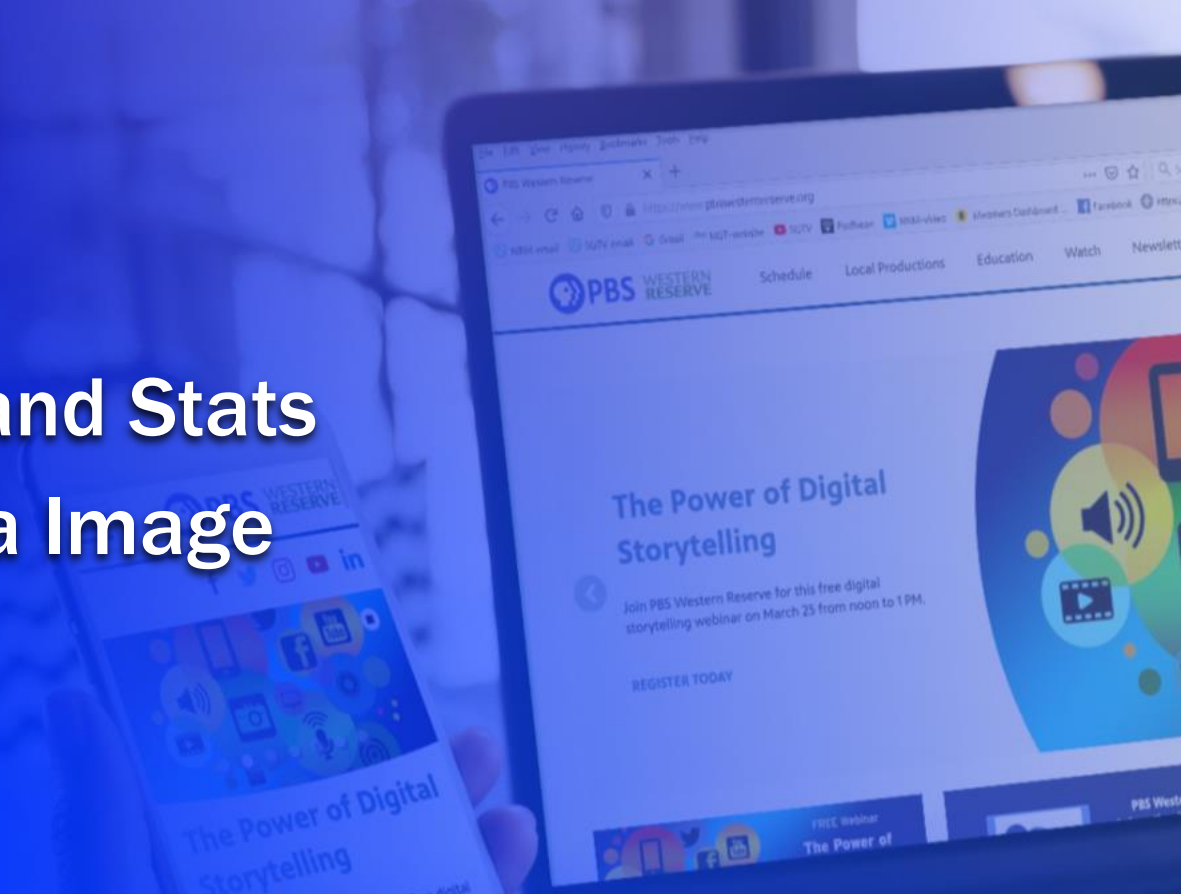

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Image Is Everything

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Discover Your Story, Discover Your Image.

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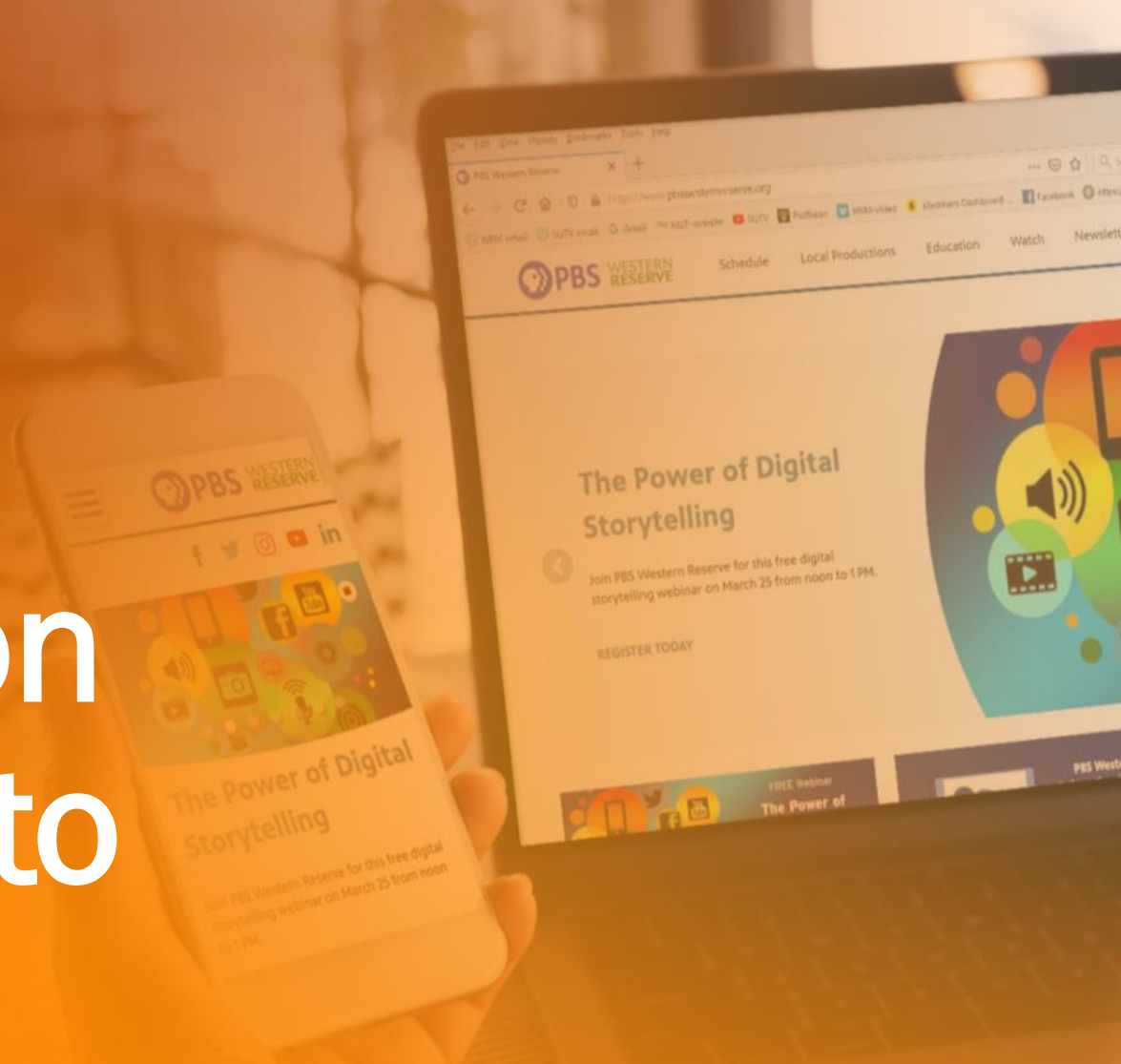
Question:

How long is the average attention span according to Microsoft?



https://www.bostondigital.com/insights/shrinking-attention-span-what-it-means-marketers

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Question:

8 secs.

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Question:

People remember:

10% of what they hear

20% of what they read

80% of what they **see** and do

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Social Media Images: Impact and Stats

- People respond more to graphics and photos than they do regular posts.
- The most shared and liked things on social media are images.
- Social media graphics delivers your message as simply as you can.
- Social media graphics help distinguish your brand or stand out

https://www.searchenginejournal.com/social-media-facts/258533/

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Social Media Images: Impact and Stats

- **90%** of information transmitted to the brain is visual
- visuals are processed **60,000** times faster in the brain than text.
- More than **95 million** photos are shared daily on Instagram.
- Today, more than **3.2 billion images** will be shared on social media posts.

https://buffer.com/library/social-media-design-tips/
http://www.emeraldinsight.com/doi/abs/10.1108/00251740610673332
https://movableink.com/blog/29-incredible-stats-that-prove-the-power-of-visual-marketing/

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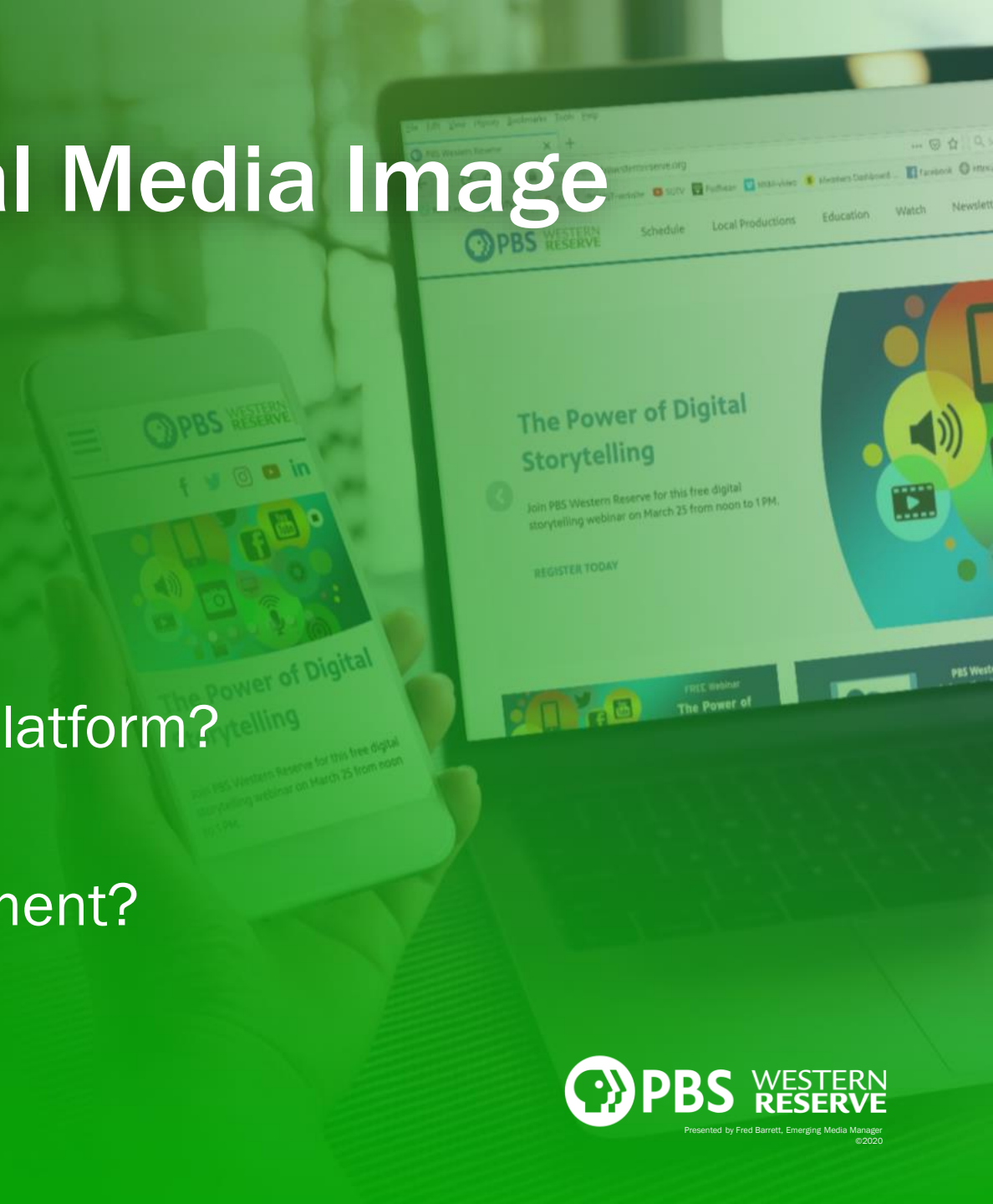
Before Creating A Social Media Image

- Establish your vision
- Determine your message
  - Event or product promotion?
- Determine your overall purpose
  - Follow or get connected to your platform?
- Define your goals
  - Sales? Traffic? Increase engagement?



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Printed flyers are *NOT* social media graphics

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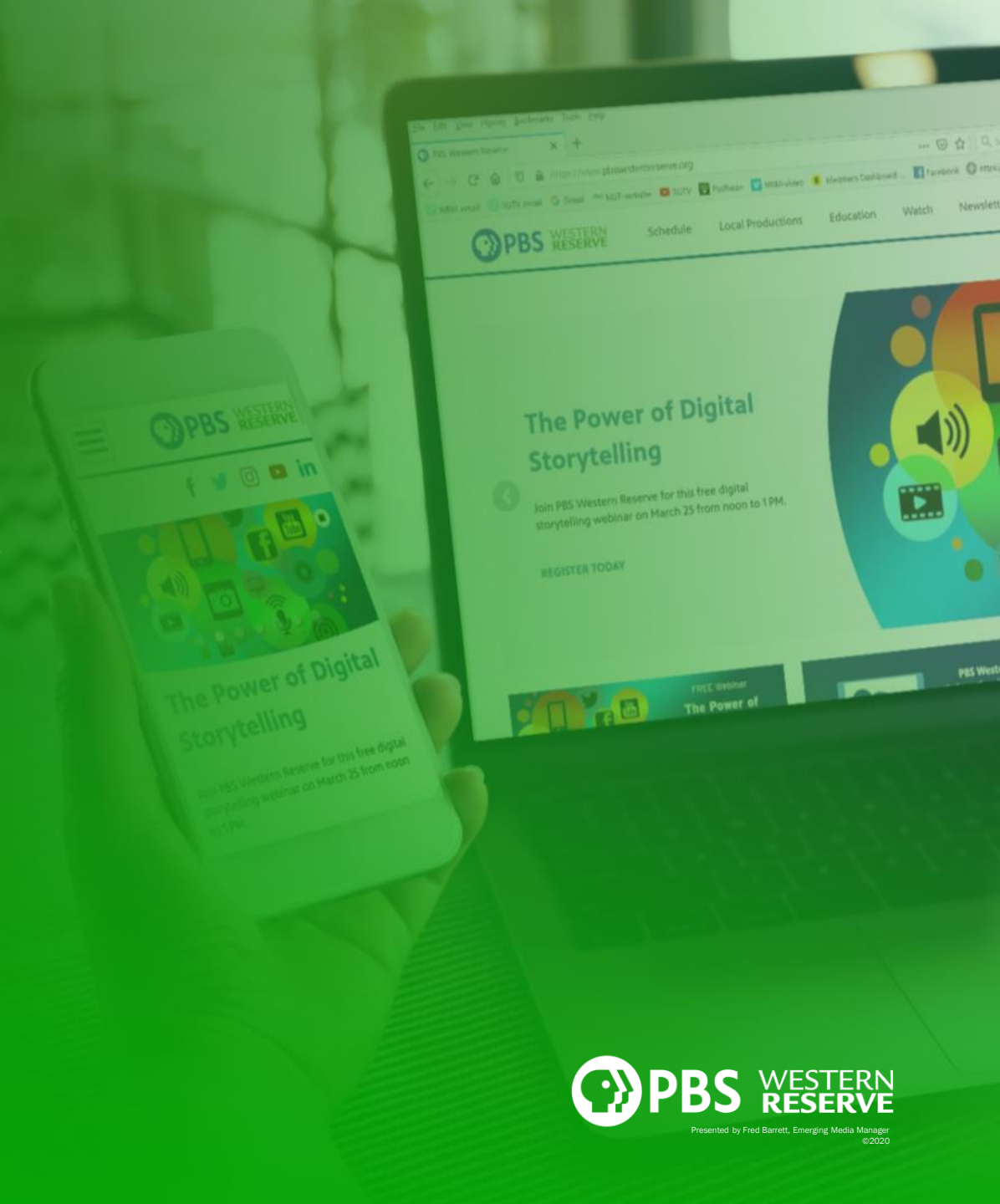
Design Tips

- Determine your goal
- Who is your target audience?
- Size Matters – Visual Hierarchy
- Establish contrast
- Keep it simple
- Create scroll impact
- Focus on what's important



https://designpickle.com/creative-hub/graphic-design/9-social-media-graphic-design-tips/

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Social Media Graphic Steps

- Choose an stock photo, image, or photo supporting the message

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Social Media Graphic Steps

- Choose an stock photo, image, or photo supporting the message
- Imagine the margins of the graphic (in yellow)

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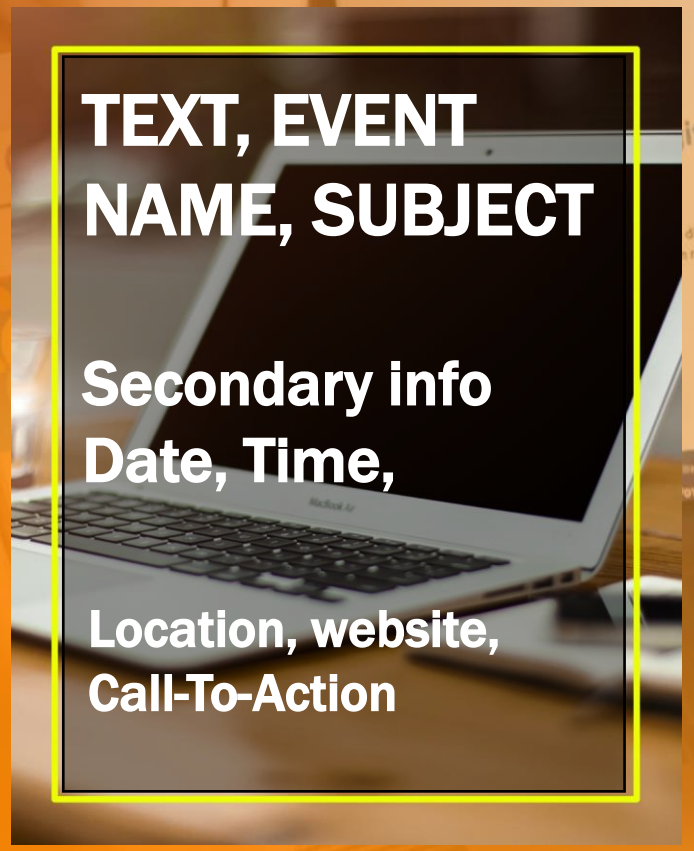
Social Media Graphic Steps

- Choose an stock photo, image, or photo supporting the message
- Imagine the margins of the graphic (in yellow)
- Add text or information
  - Use font size difference to highlight the most important information
  - Don’t use too many words
  - Call-To-Action: Share this…



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Graphic Design Elements

Hierarchy, Color, Typography, Contrast Whitespace

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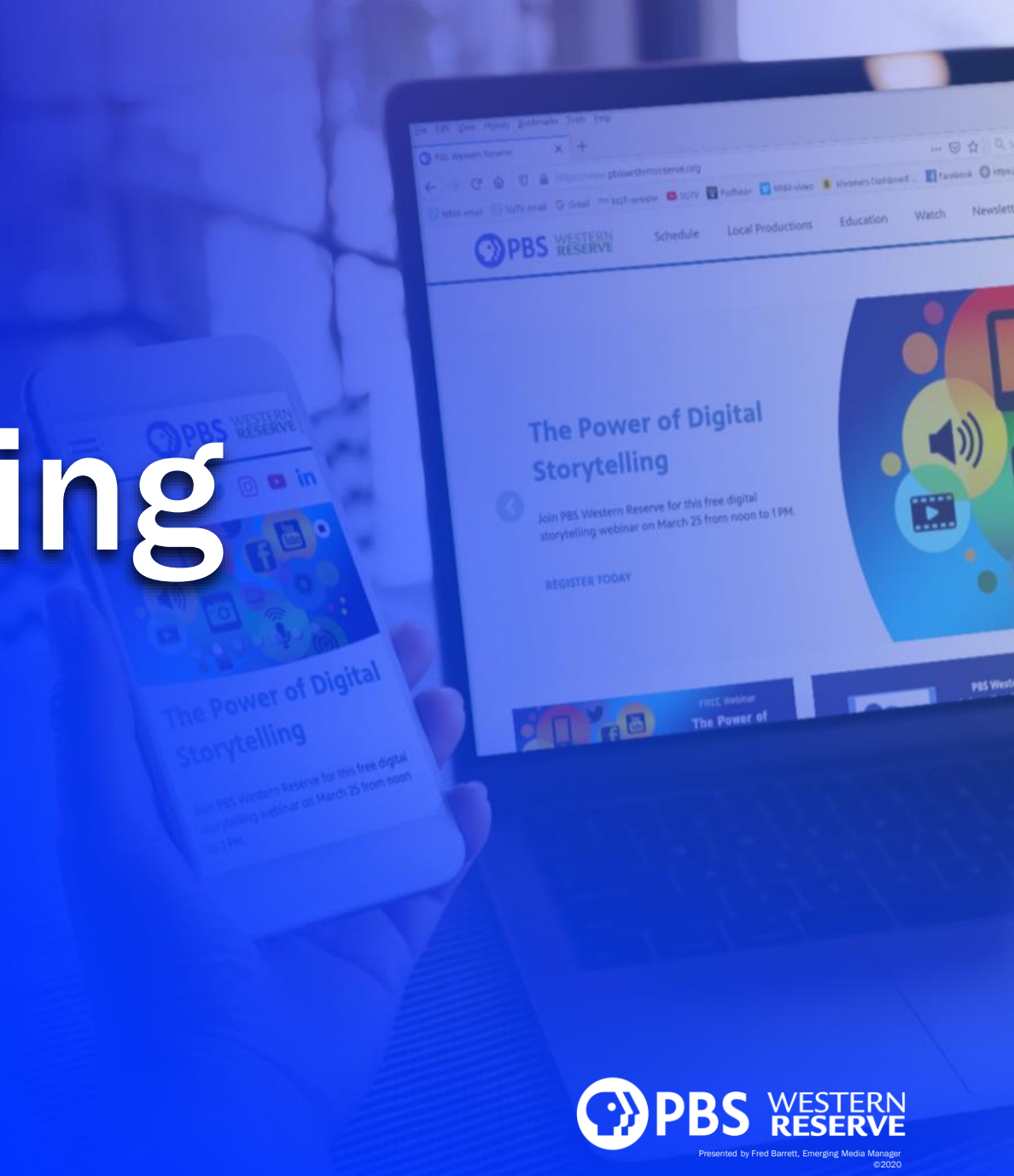
Understanding Hierarchy



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Understanding Hierarchy (Size)

First, you'll read this.

Then, you'll read this.

https://kontra.agency/8-basic-graphic-design-principles/

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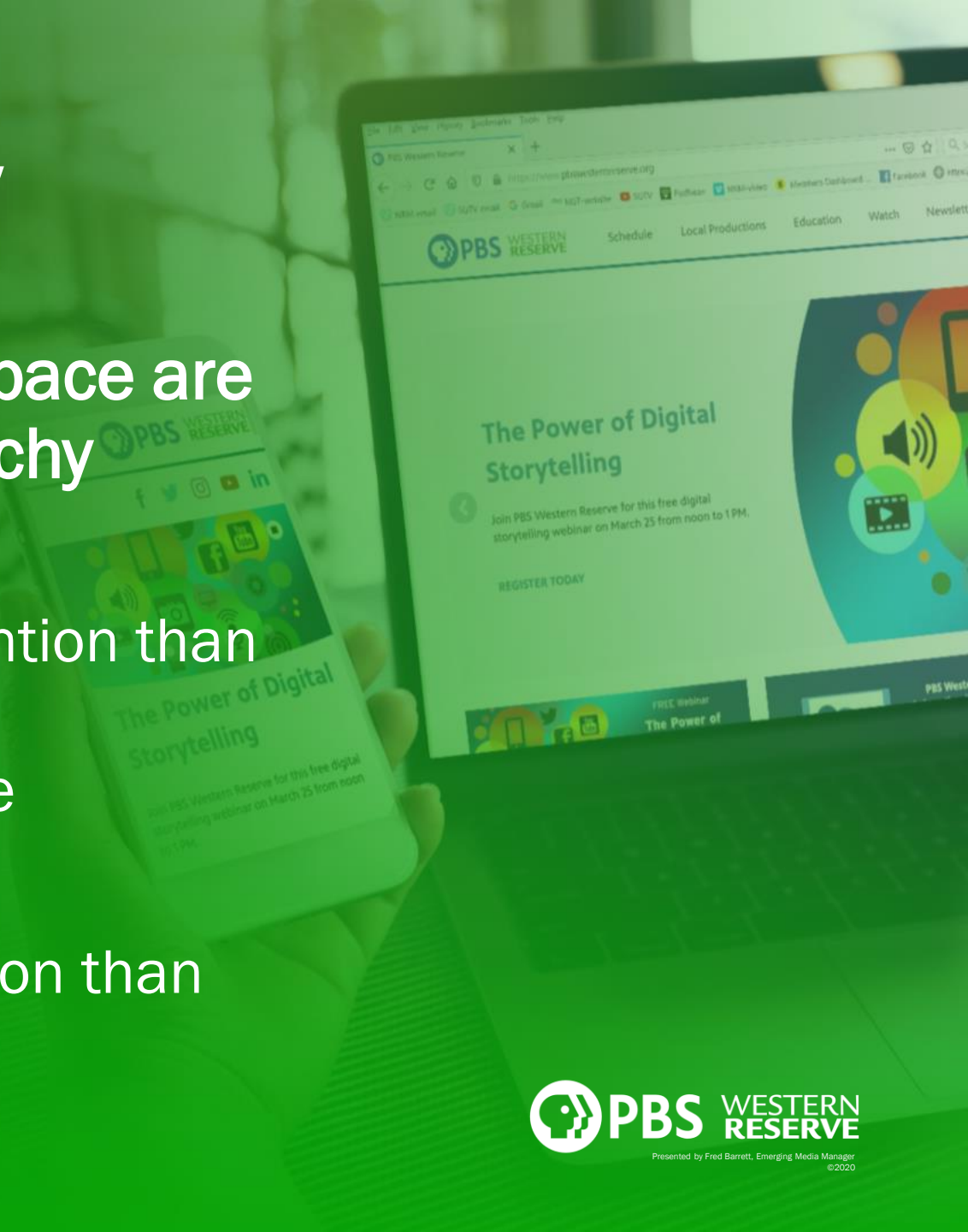
Understanding Hierarchy

- Size, Color, Contrast, and Whitespace are effective ways to establish hierarchy
- Size:
  - Larger elements draw greater attention than smaller elements.
  - Includes shapes to font or type size
- Color:
  - Brighter colors attract more attention than darker ones.



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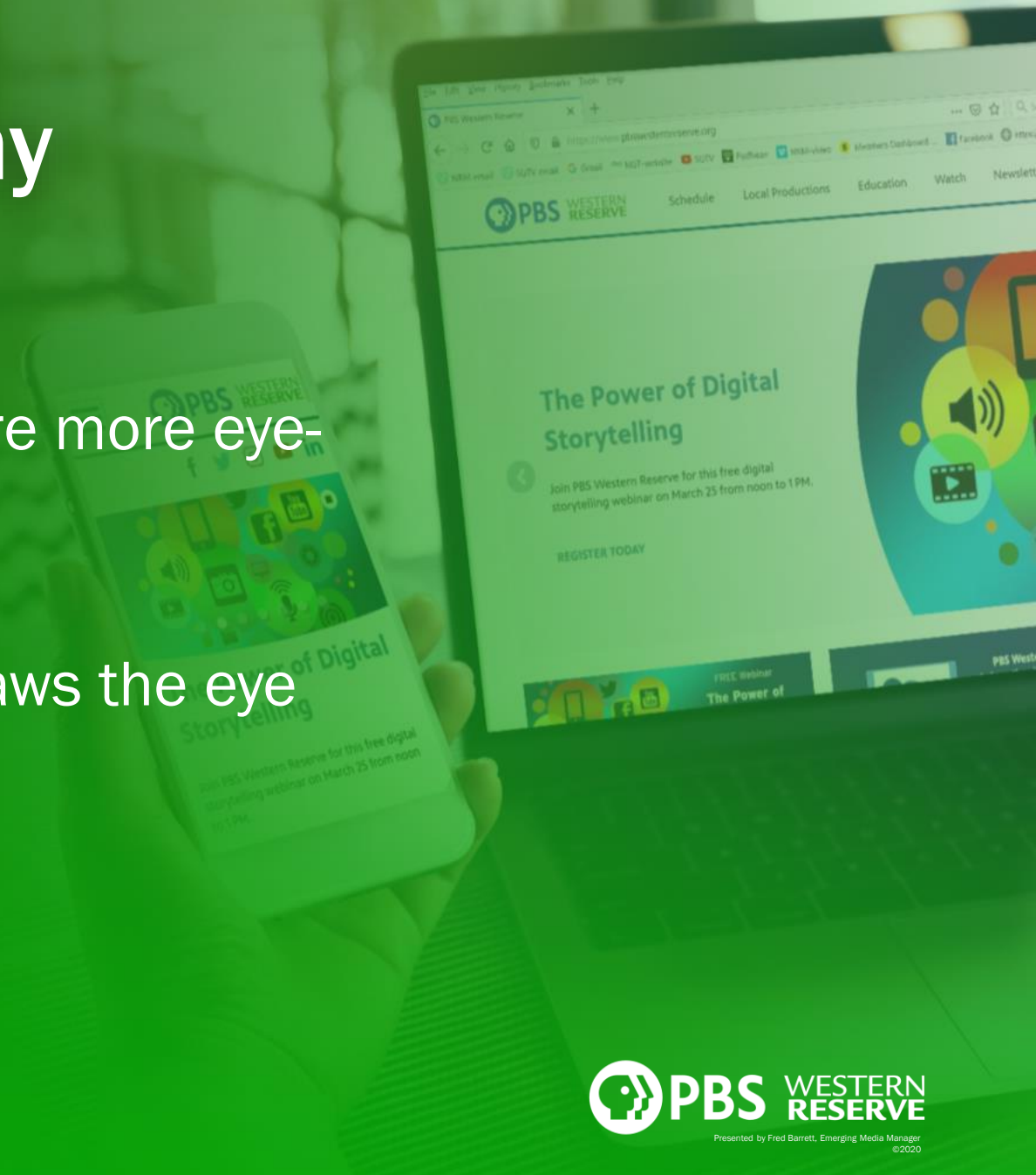
Understanding Hierarchy

- **Contrast**
  - Dramatically contrasted colors are more eye-catching.
- **Whitespace**
  - More space around elements draws the eye towards them.



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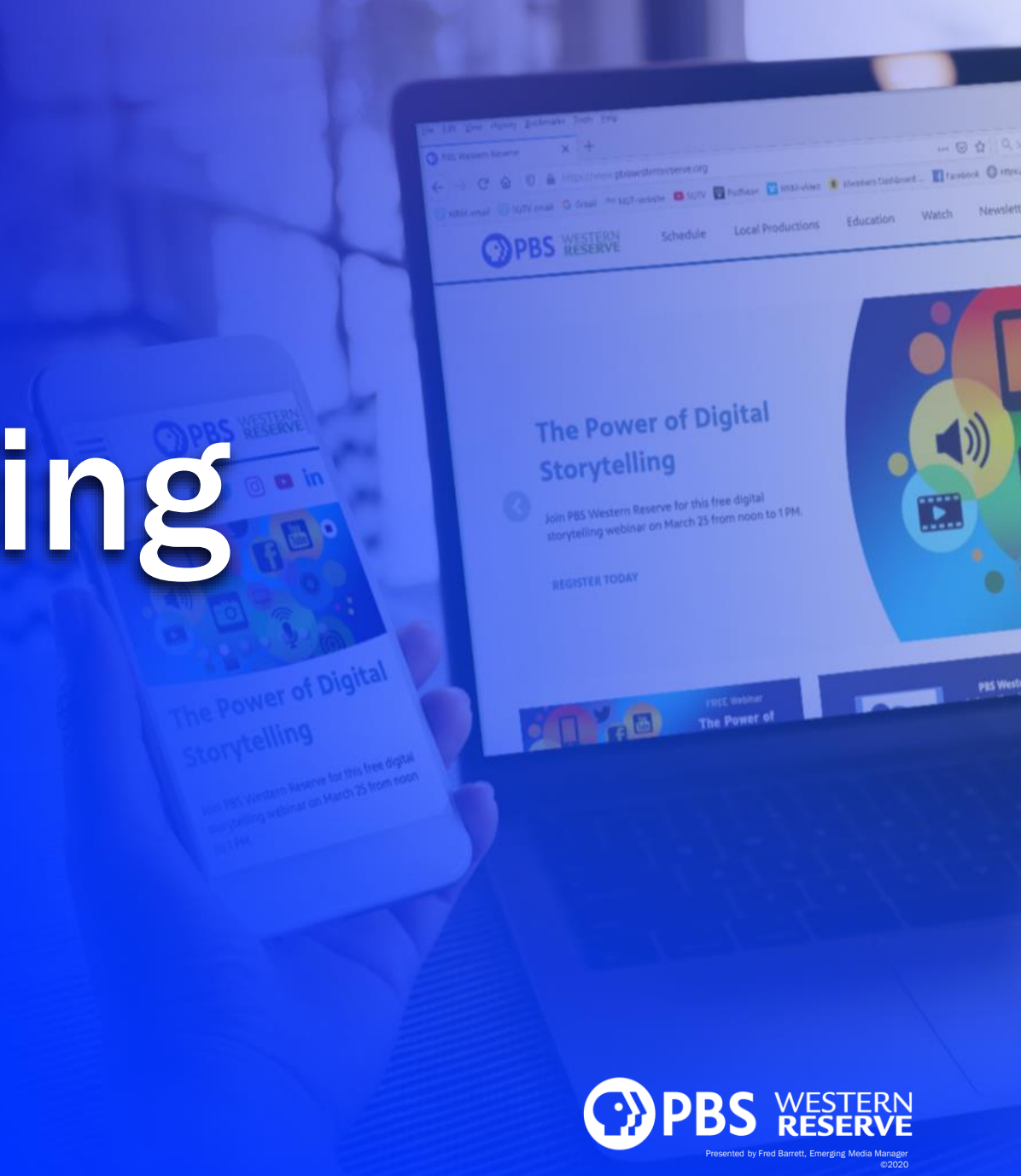
Understanding Color



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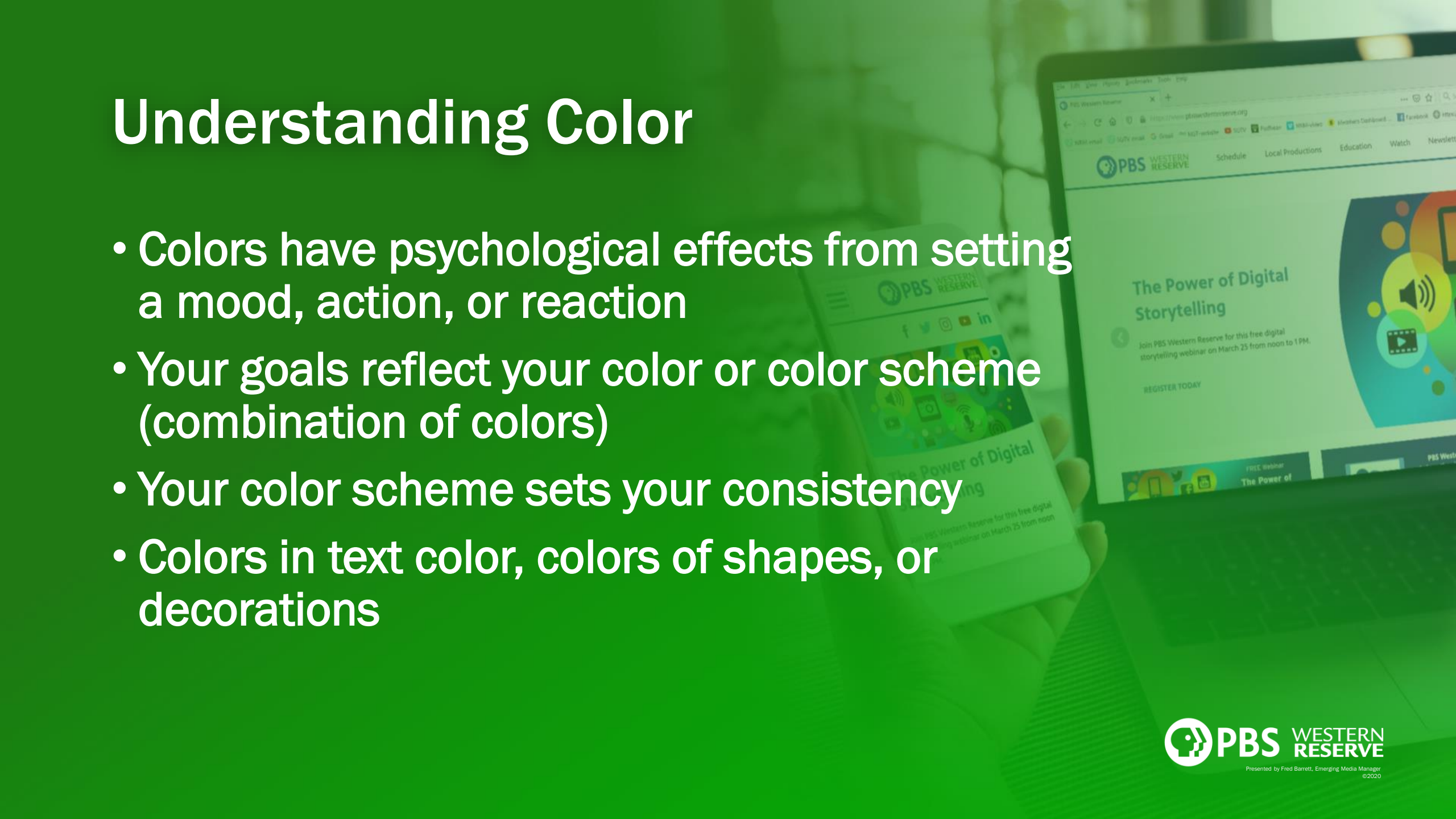
Understanding Color

- Colors have psychological effects from setting a mood, action, or reaction
- Your goals reflect your color or color scheme (combination of colors)
- Your color scheme sets your consistency
- Colors in text color, colors of shapes, or decorations



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Understanding Color

- **90%** of snap judgments made about products are based on color alone
- Color in images increases attention span in viewers by **82%**
- The use of color in visuals makes readers **80%** more motivated to read content

visme.co/blog/infographic-statistics/

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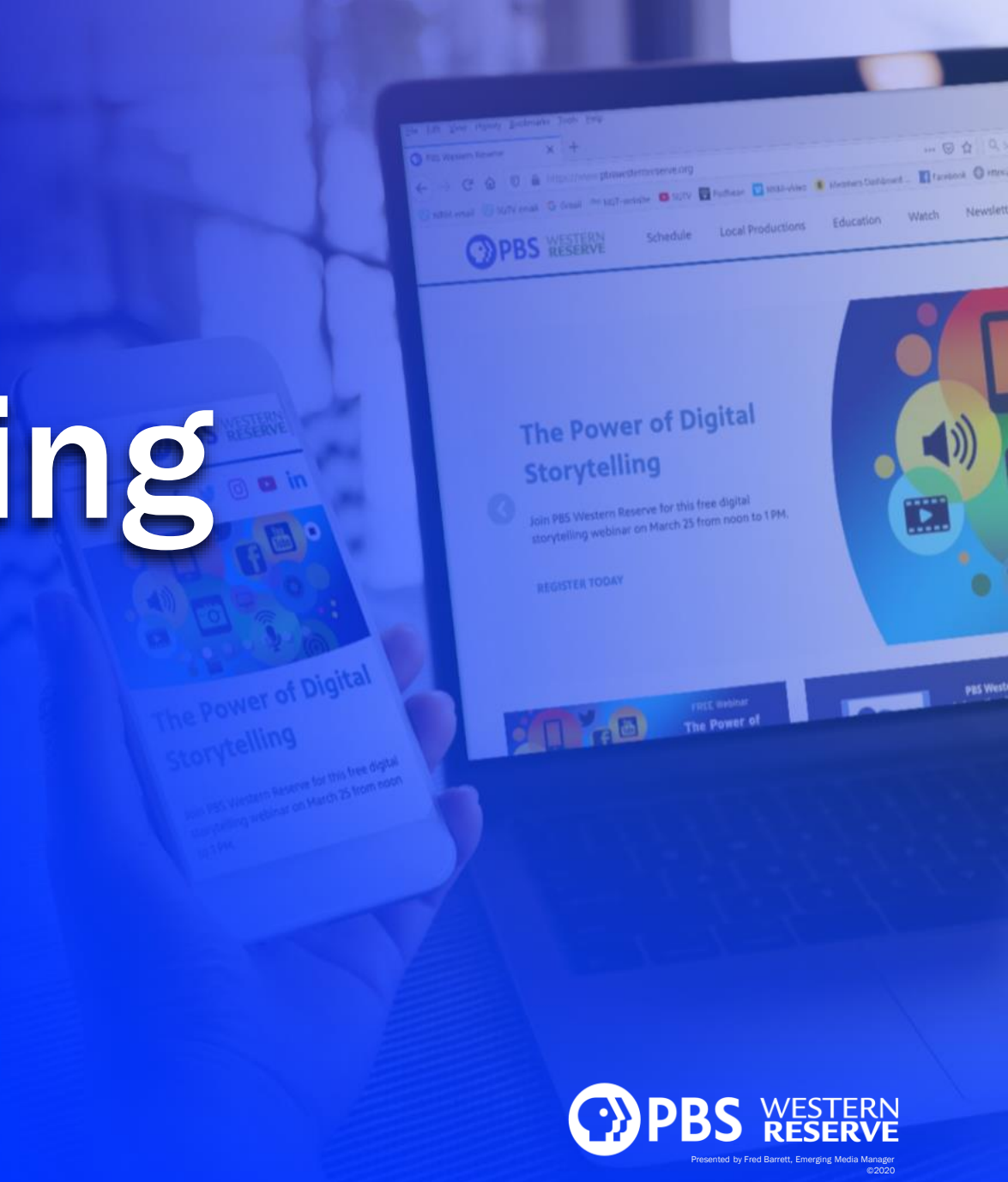
Understanding Typography

Type/Fonts



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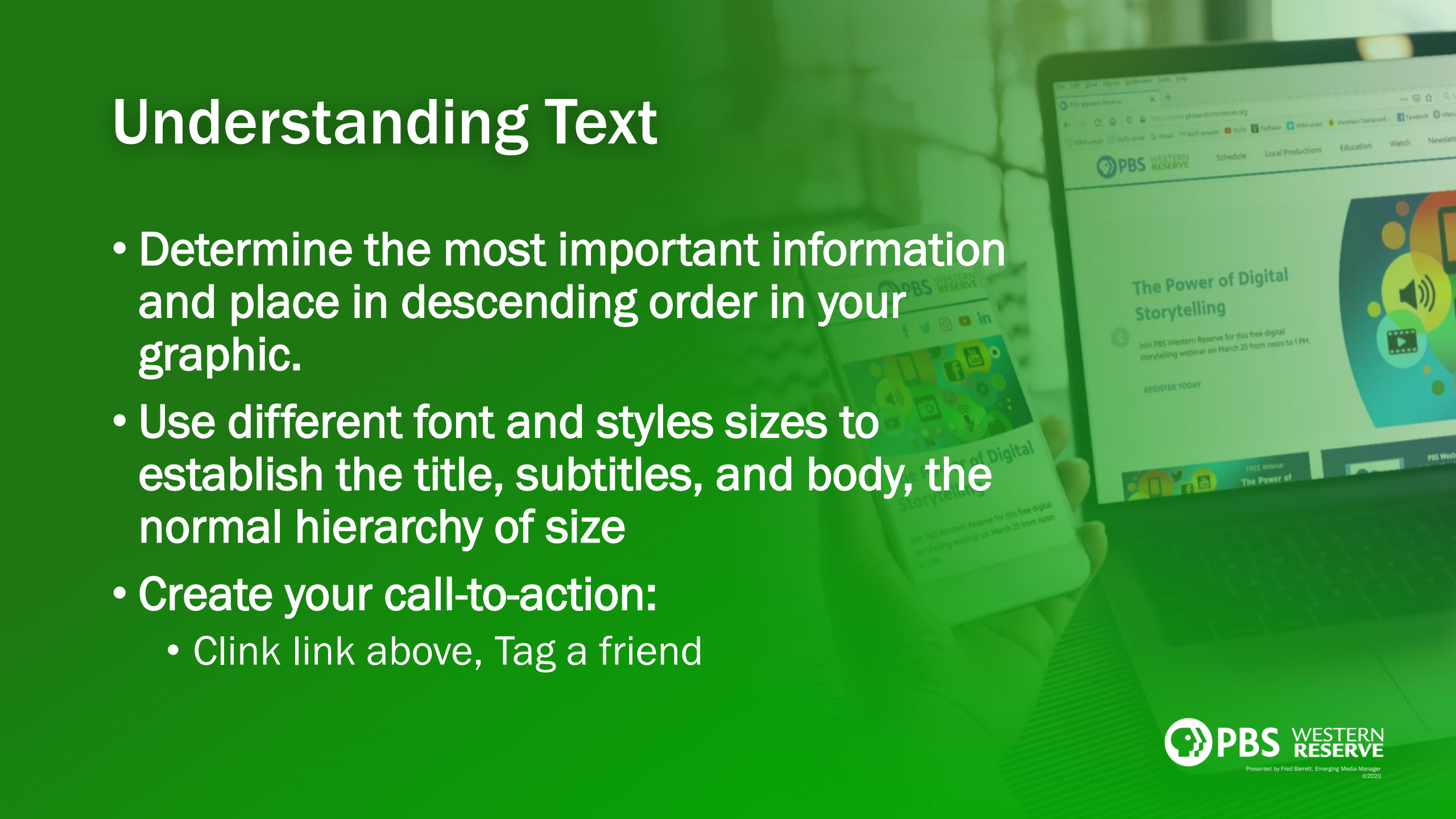
Understanding Text

- Determine the most important information and place in descending order in your graphic.
- Use different font and styles sizes to establish the title, subtitles, and body, the normal hierarchy of size
- Create your call-to-action:
  - Clink link above, Tag a friend



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Typeface

- **Serif vs San Serif**
  - Serif – fonts with small line at the end of a stroke in a letter.
  - Sans Serif - fonts ***without*** small line at the end of a stroke in a letter.
    - More readable and scannable
- **Type is to be read, not to decorate or over exxagerate**

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Understanding Fonts

- Choose fonts wisely: Use readable fonts in the graphic.
- The way text is displayed impacts the way we interact and read it
- Don’t be overly creative. Don’t just think about yourself.
- Chose a font and maintain consistency

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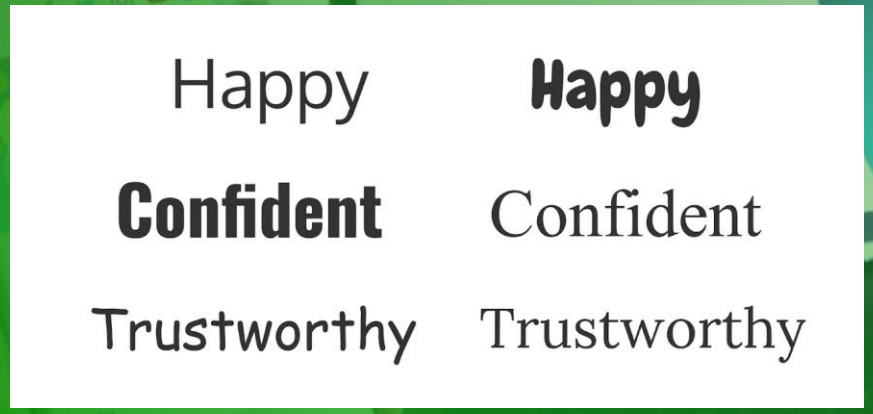
Typeface

- Text has psychological effects from setting a mood, action, or reaction
- Too much text is equal to too much reading
  - Avoid Paragraphs
- Text readability depends
  - Using sans-serif for readability
  - Use large font size for mobile reading
  - Font color



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Understanding Contrast

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Understanding Contrast

- Contrast simply means *difference*
- Contrast can be related to color, size, type and shape.
- Contrast provokes human visual senses and catches attention
- Contrast, along with hierarchy, places the focus on a certain visual elements

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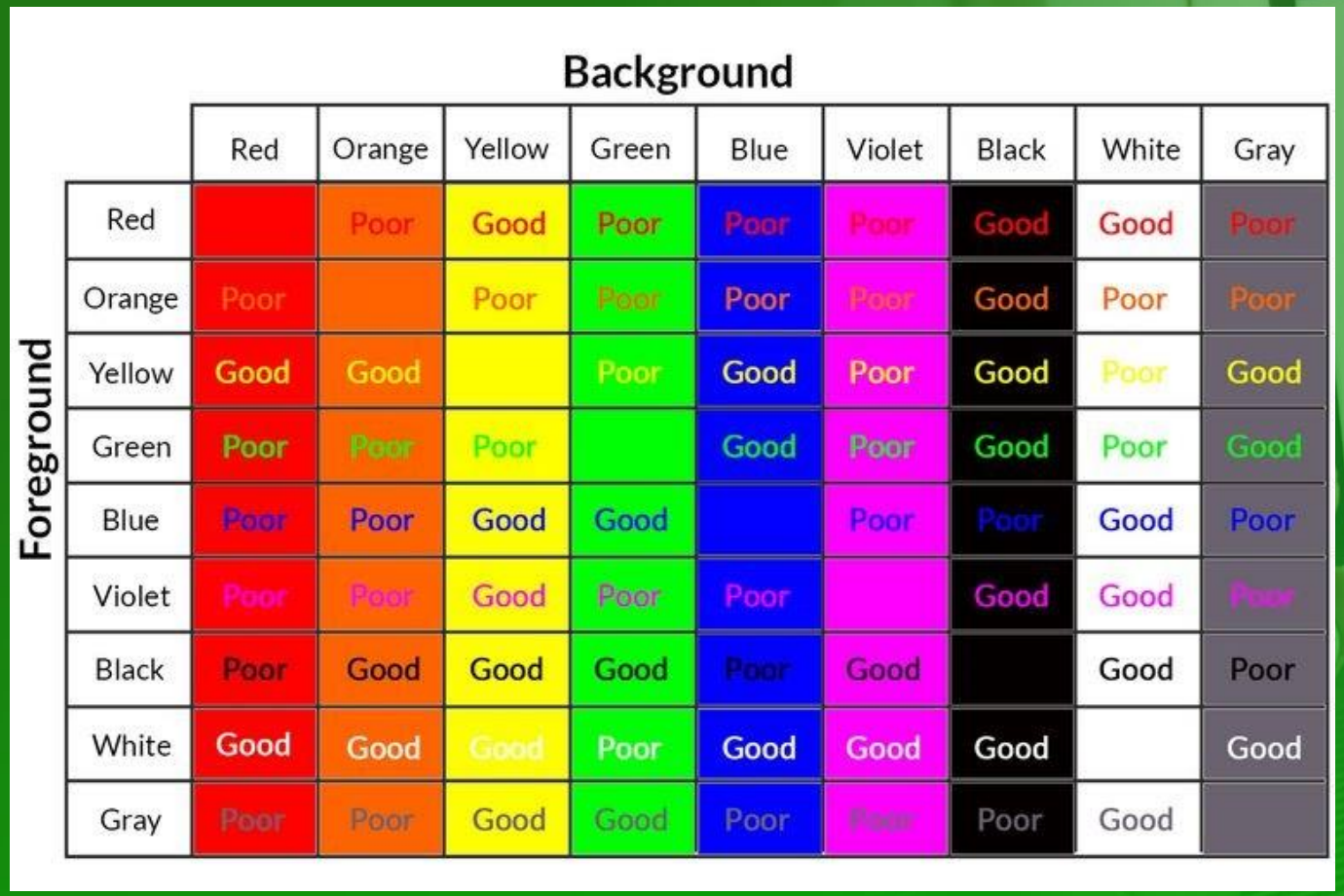
Understanding Contrast



Foreground \ Background	Red	Orange	Yellow	Green	Blue	Violet	Black	White	Gray
Red		Poor	Good	Poor	Poor	Poor	Good	Good	Poor
Orange	Poor		Poor	Poor	Poor	Poor	Good	Poor	Poor
Yellow	Good	Good		Poor	Good	Poor	Good	Poor	Good
Green	Poor	Poor	Poor		Good	Poor	Good	Poor	Good
Blue	Poor	Poor	Good	Good		Poor	Poor	Good	Poor
Violet	Poor	Poor	Good	Poor	Poor		Good	Good	Poor
Black	Poor	Good	Good	Good	Poor	Good		Good	Poor
White	Good	Good	Good	Poor	Good	Good	Good		Good
Gray	Poor	Poor	Good	Good	Poor	Poor	Poor	Good	

https://edu.gcfglobal.org/en/beginning-graphic-design
https://1stwebdesigner.com/graphic-design-basics-elements/

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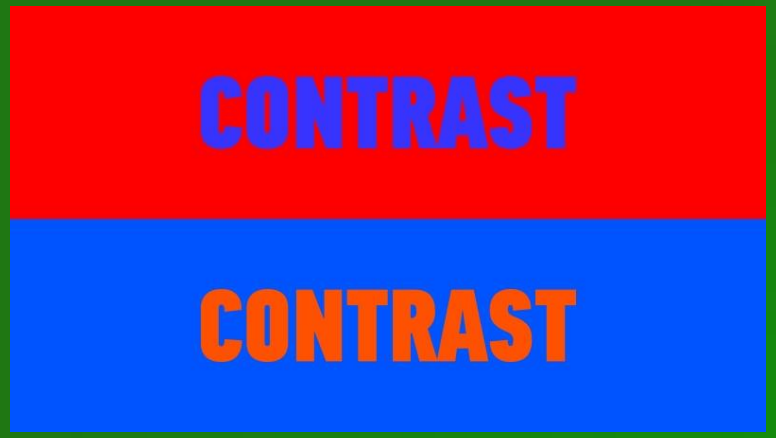
Understanding Contrast



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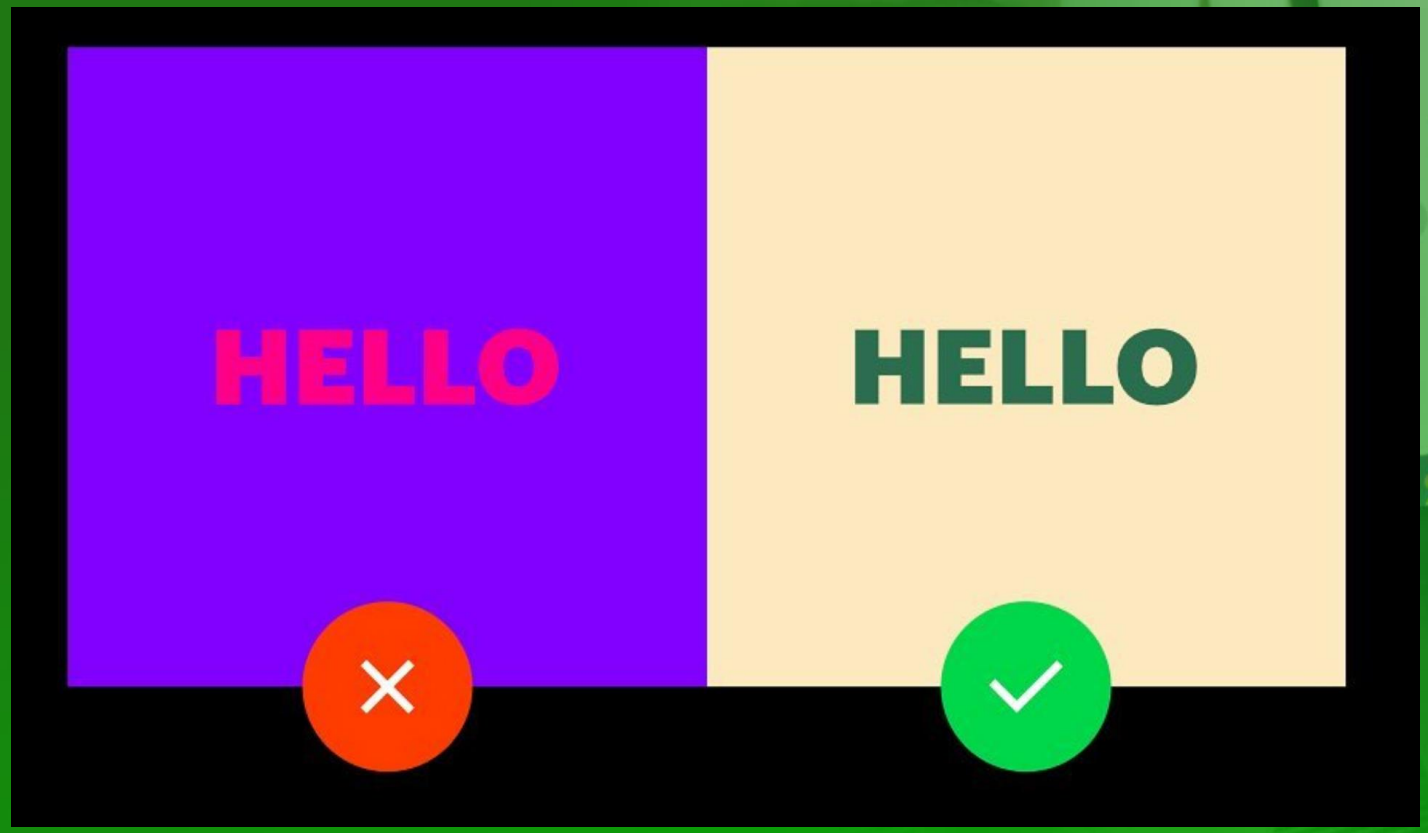

https://digitalsynopsis.com/design/graphic-design-mistakes-sins/

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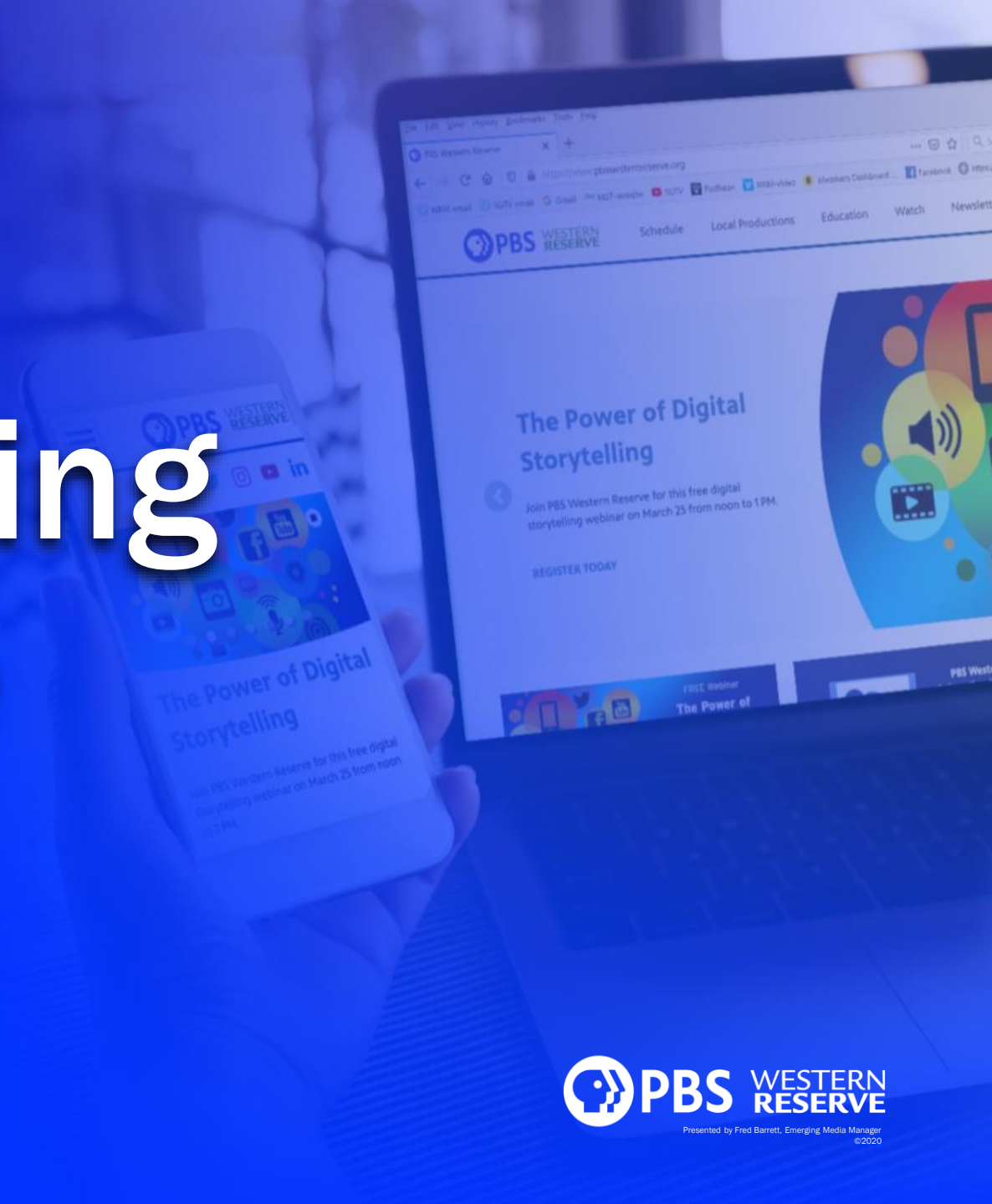
Understanding Whitespace



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Understanding White Space

- White space is the empty space or distance around elements of your design: text, images, graphics
- Does is not actually white. It is empty space also considered negative space.
- White space can be a colored or textured background not in contact with elements of design or content.

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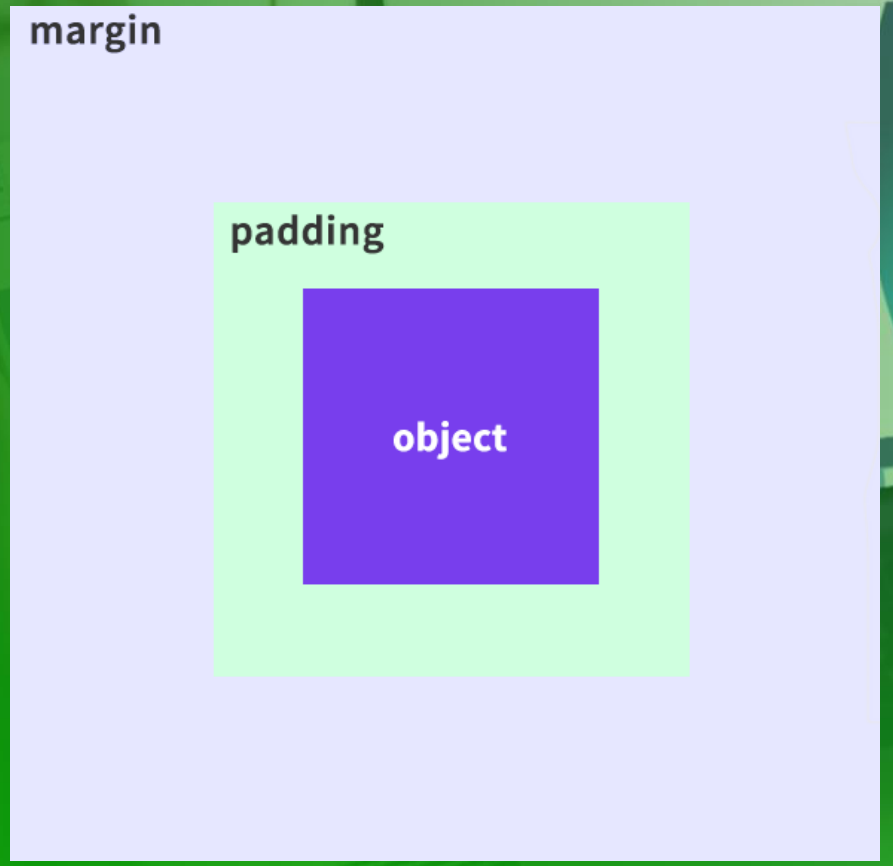
Understanding Whitespace

- A good way to create white space is with padding and margins.
- Padding is the space between an element and the border.
- The margin is the space between that border and other elements.



https://toolset.com/2020/07/what-is-white-space-designer/

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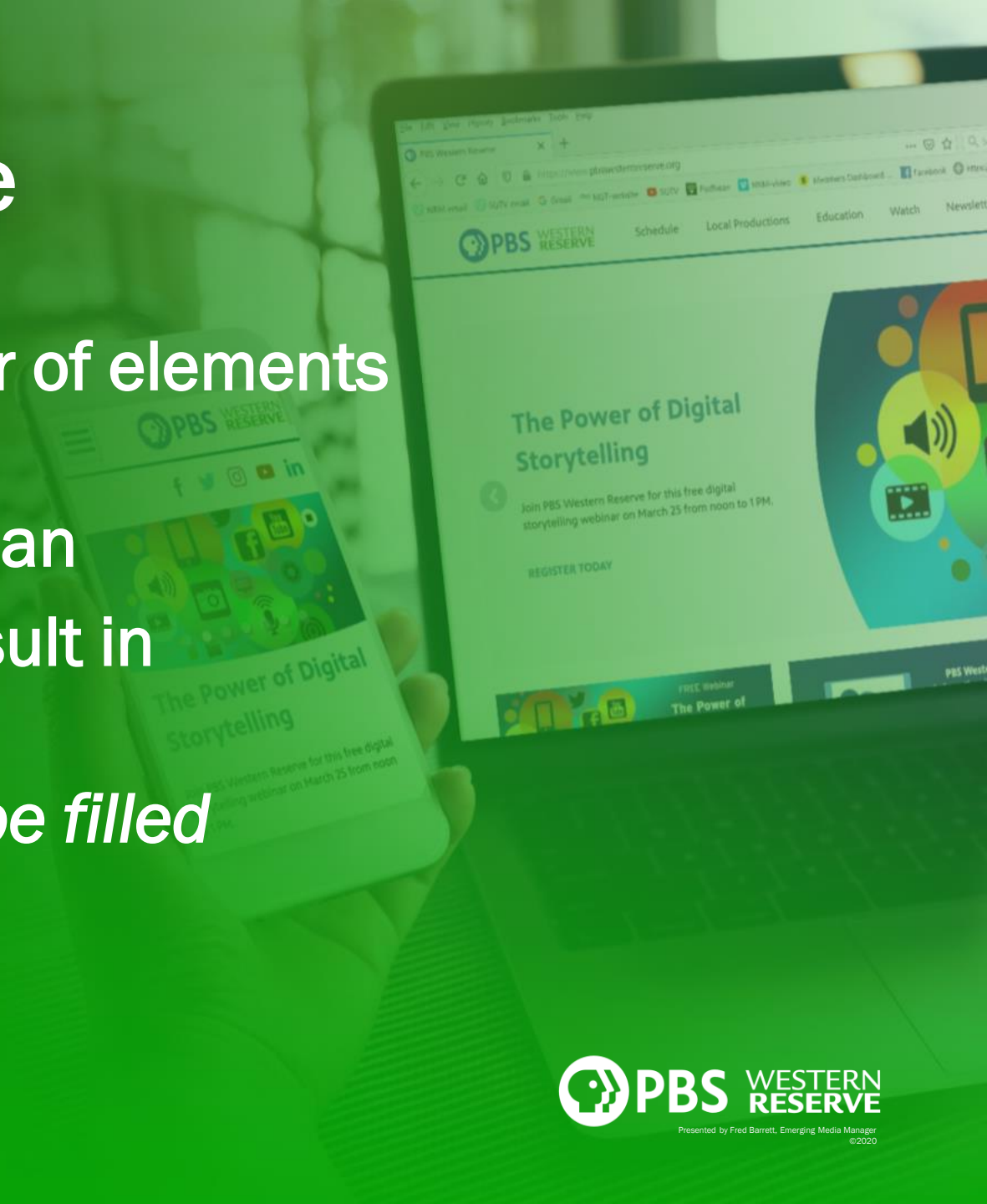
Benefits of White Space

- Helps direct the focus and order of elements you want the viewer to see first
- Makes your graphic easier to scan
- Overcrowded visuals usually result in messages not being read
- *All the space does not have to be filled*
  - *avoid clutter*



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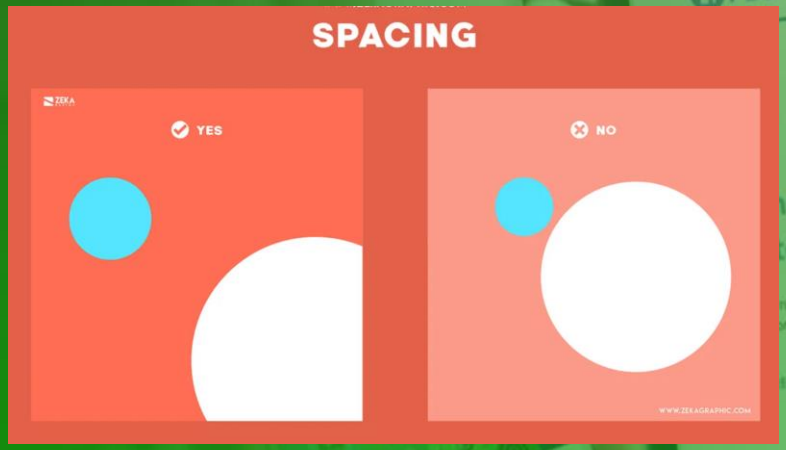
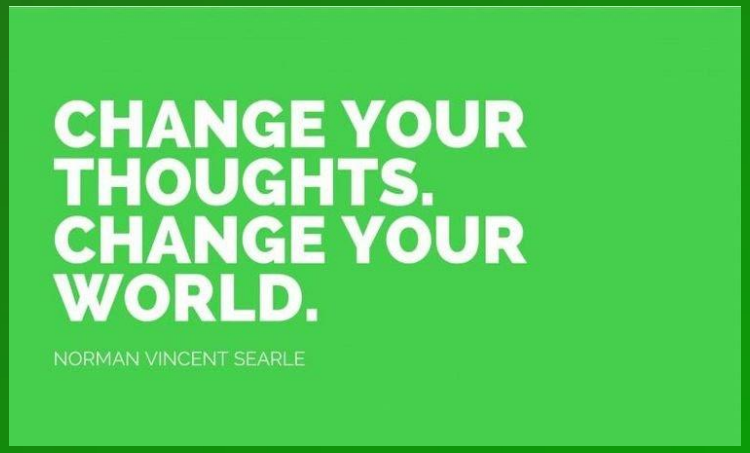
Understanding Whitespace





https://www.zekagraphic.com/visual-hierarchy-graphic-design-principles/

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Photo

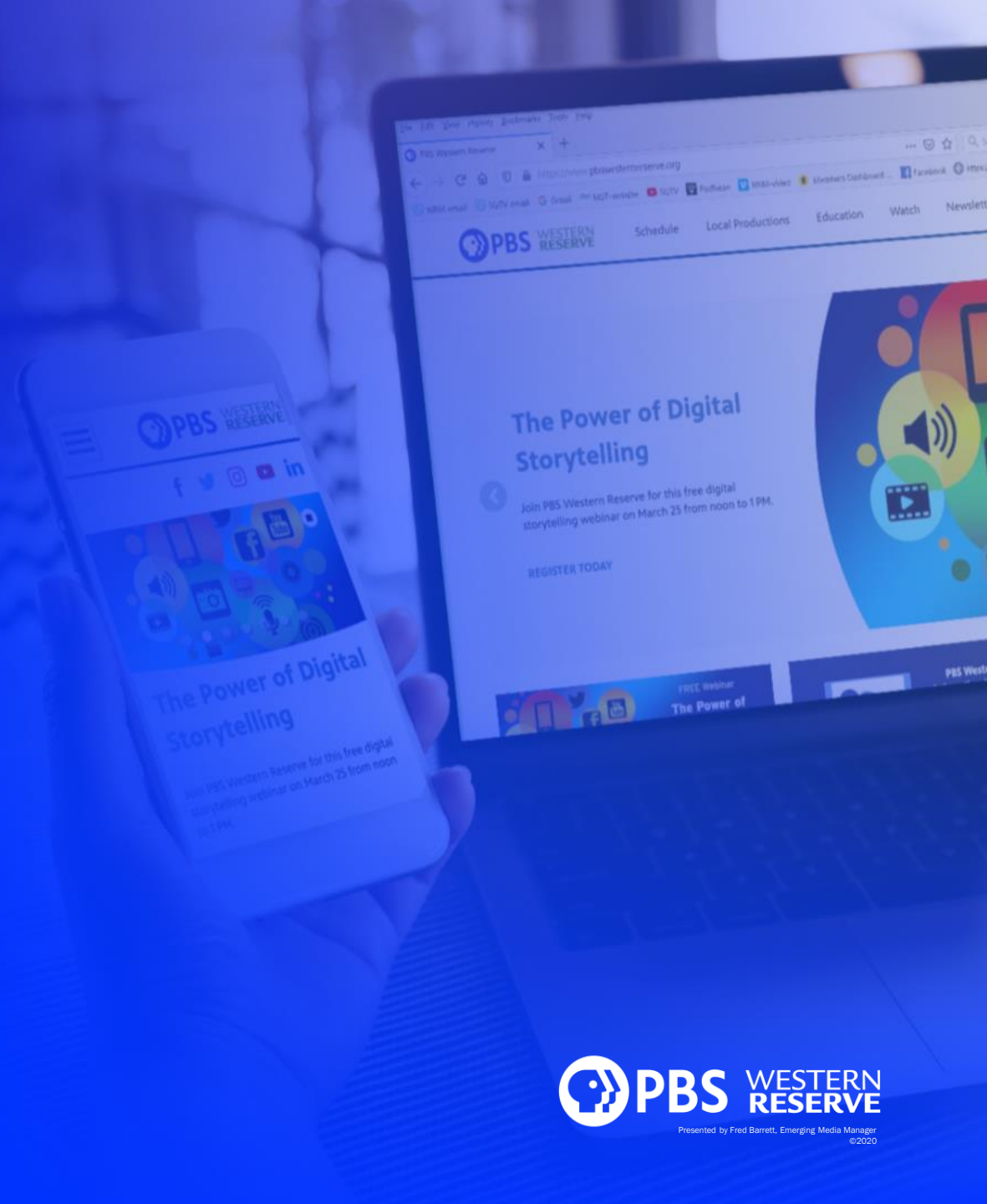

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Photo

- Photos should project the action or goal
  - Natural or common surroundings
- Have a clear and single focal point
- Take photos with whitespace in mind to add text
  - Whitespace or empty space
- Avoid too many filters effects
  - Can override text, logos or other overlays
  - Many people are using the same effects

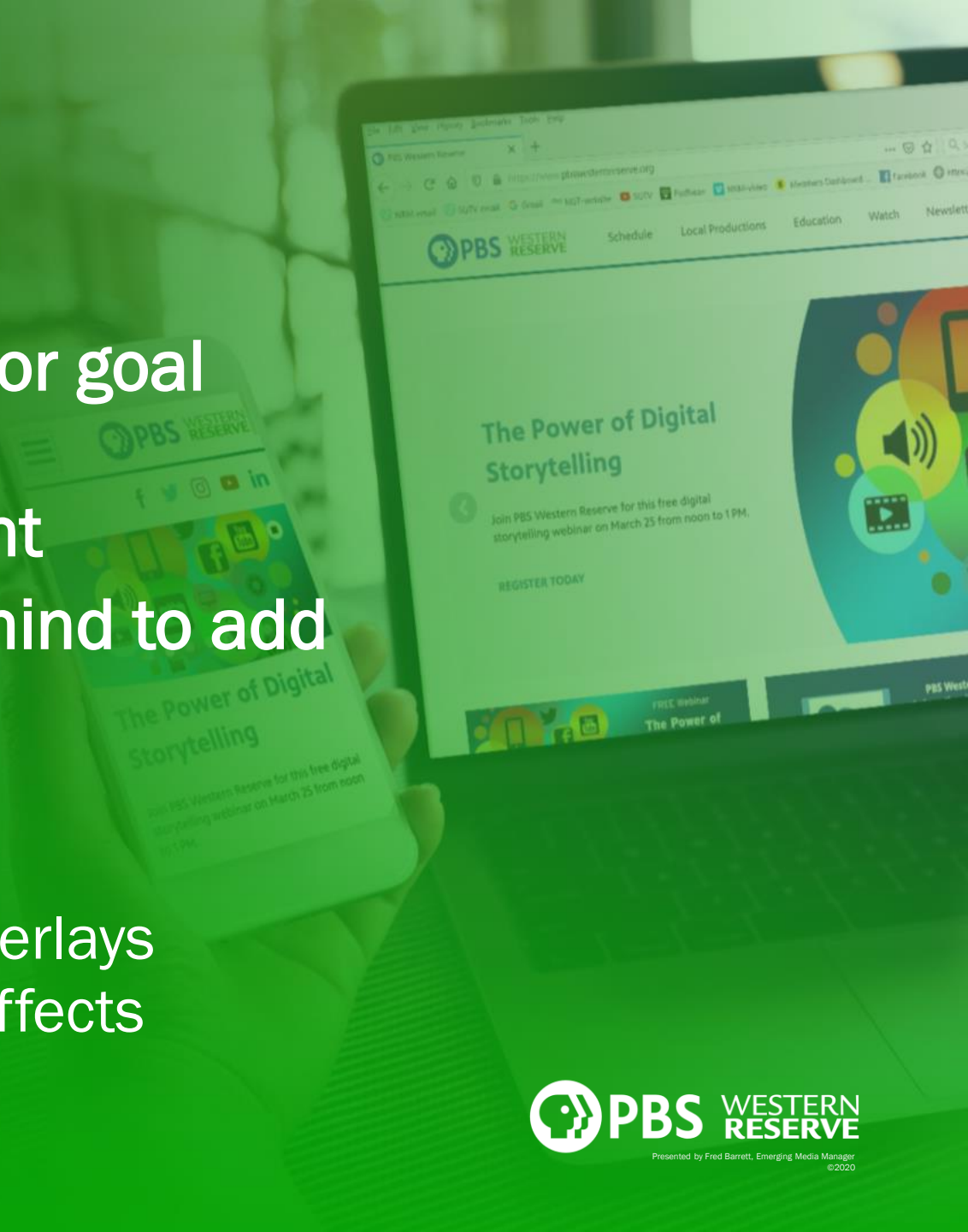

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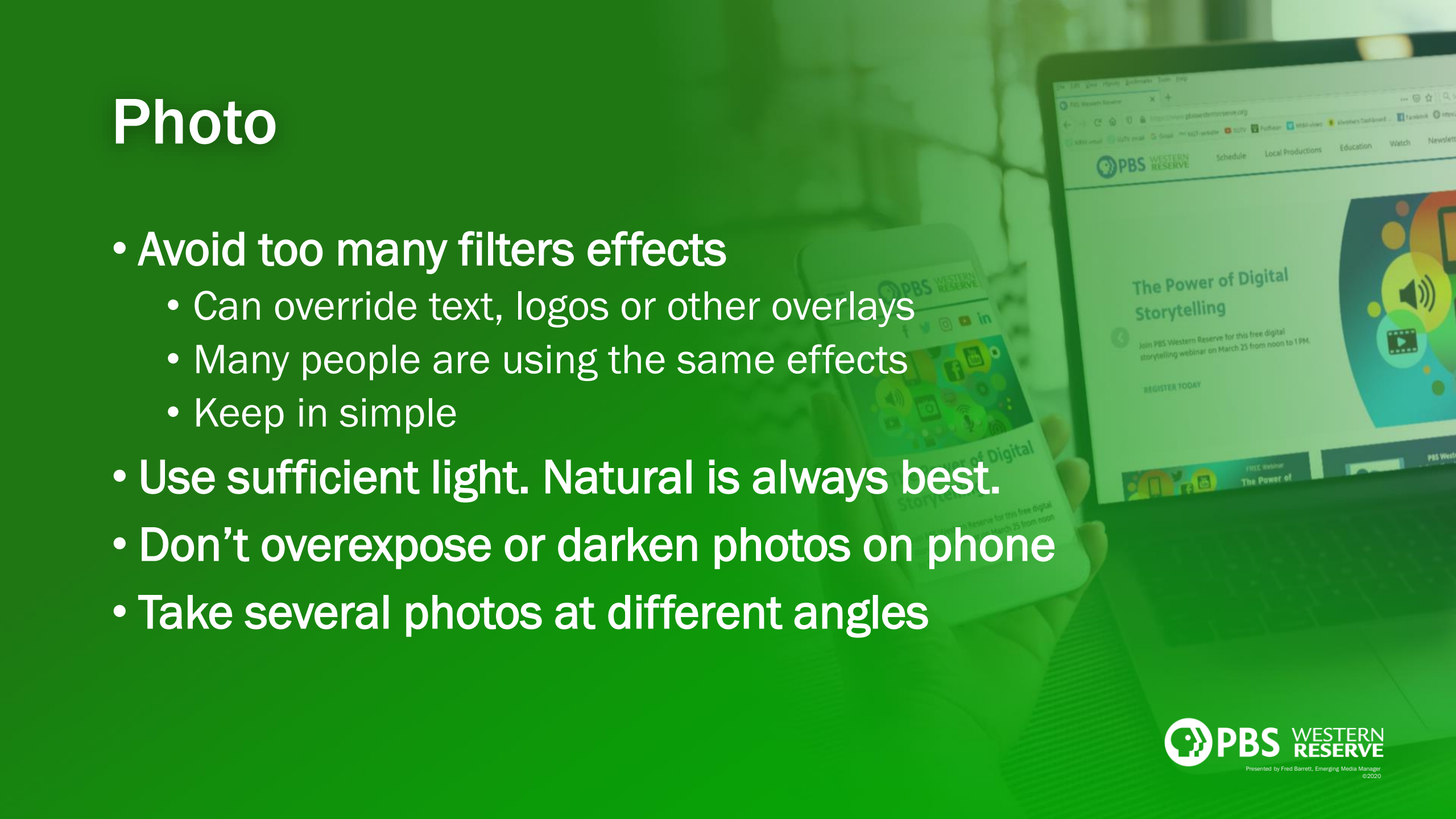
Photo

- Avoid too many filters effects
  - Can override text, logos or other overlays
  - Many people are using the same effects
  - Keep in simple
- Use sufficient light. Natural is always best.
- Don’t overexpose or darken photos on phone
- Take several photos at different angles



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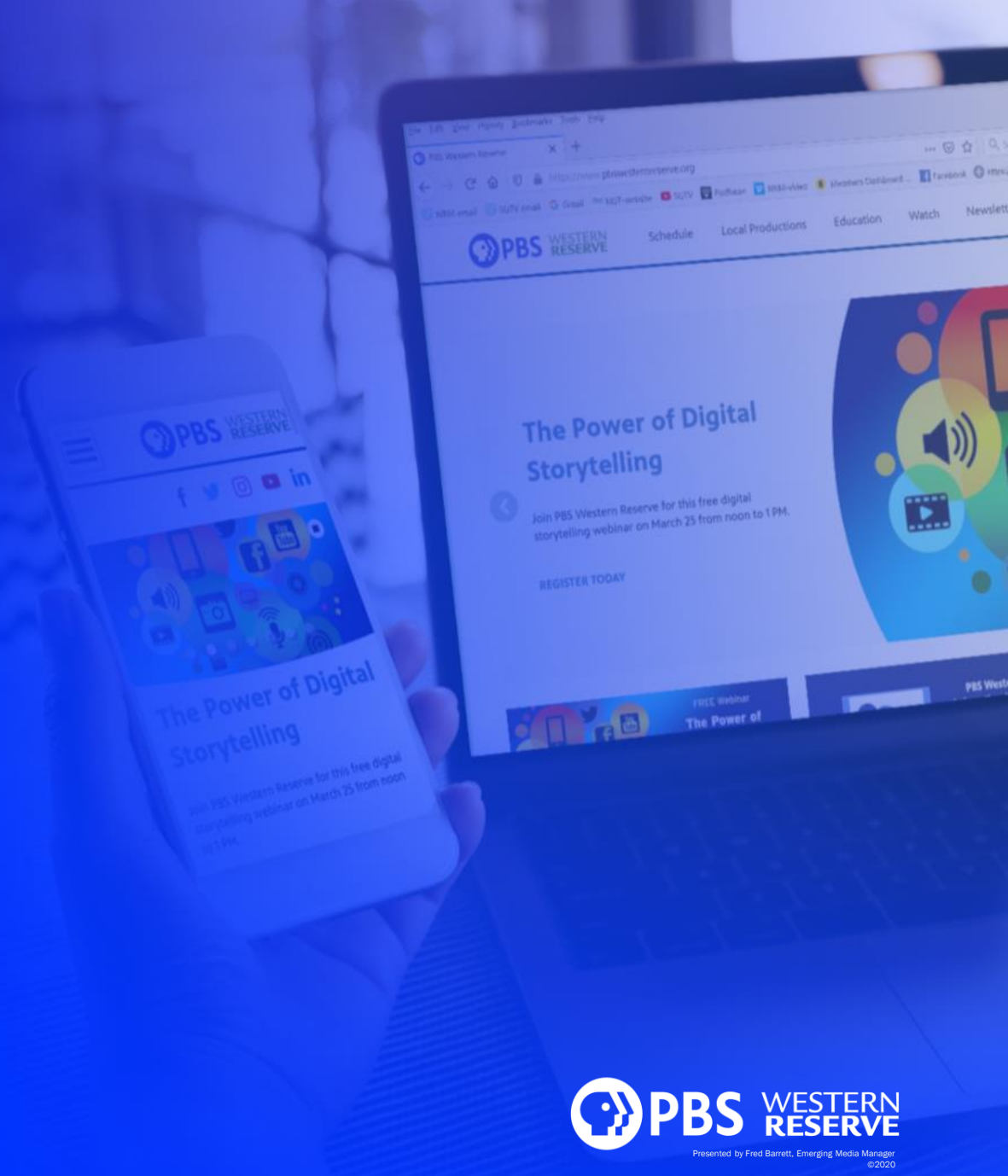
Platforms



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Platforms

Online design and publishing tools with provide social media templates.

- Canva
- PixIr

Copyright free images, videos and music

- pixabay.com
- pexels.com

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Topic:

Video Blogging

When:

Wednesday, May 19th

12:00-1:00pm

(US and Canada)

Register in advance for this webinar:

https://zoom.us/webinar/register/WN_6g-R-oUgQceUeFMlRiUfpA

After registering, you will receive a confirmation email containing information about joining the webinar.

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