GRAPHIC DESIGN FOR NON−DESIGNERS

EpisComm22 | Pre-Conference Intensive

May 3, 2022

Instructor: Jason Franklin

Artist: Priya Mistry

WORKSHOP OUTLINE

GRAPHIC DESIGN FUNDAMENTALS
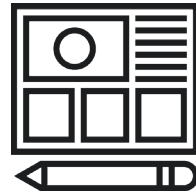
Color Theory, Typography, Page

Layout, Brand, and Professional

Practice

ADOBE CREATIVE SUITE

Illustrator, Photoshop, InDesign

DESIGN LAB

Project Brief, Pre-Design, Design,

Design Review, Conclusions

ADDITIONAL RESOURCES

GRAPHIC DESIGN FUNDAMENTALS / COLOR THEORY

THE EMOTIONS OF COLORS

"**Color is** the aspect of things that is caused by differing qualities of light being reflected or emitted by them." - *Crayola*

"**In the visual arts,** color theory is a body of practical guidance to color mixing and the visual effects of a specific color combination. Color terminology based on the color wheel and its geometry separates colors into primary color, secondary color, and tertiary color... The application of color theory ranges from ancient Egyptian uses to modern commercial advertising. Colors affect our mood and perception." - *Wikipedia*

Further Reading:

The Secret Lives of Color, **Kassia St. Clair**

This great book tells the stories of colors in a way that can help stoke your creative ideas.

Color Emotions:

It's important to remember that the emotion of colors is highly affected by culture, regions, personal experience, and more. For example, yellow can mean sunny (like the sun) or sickly (like yellow skin)
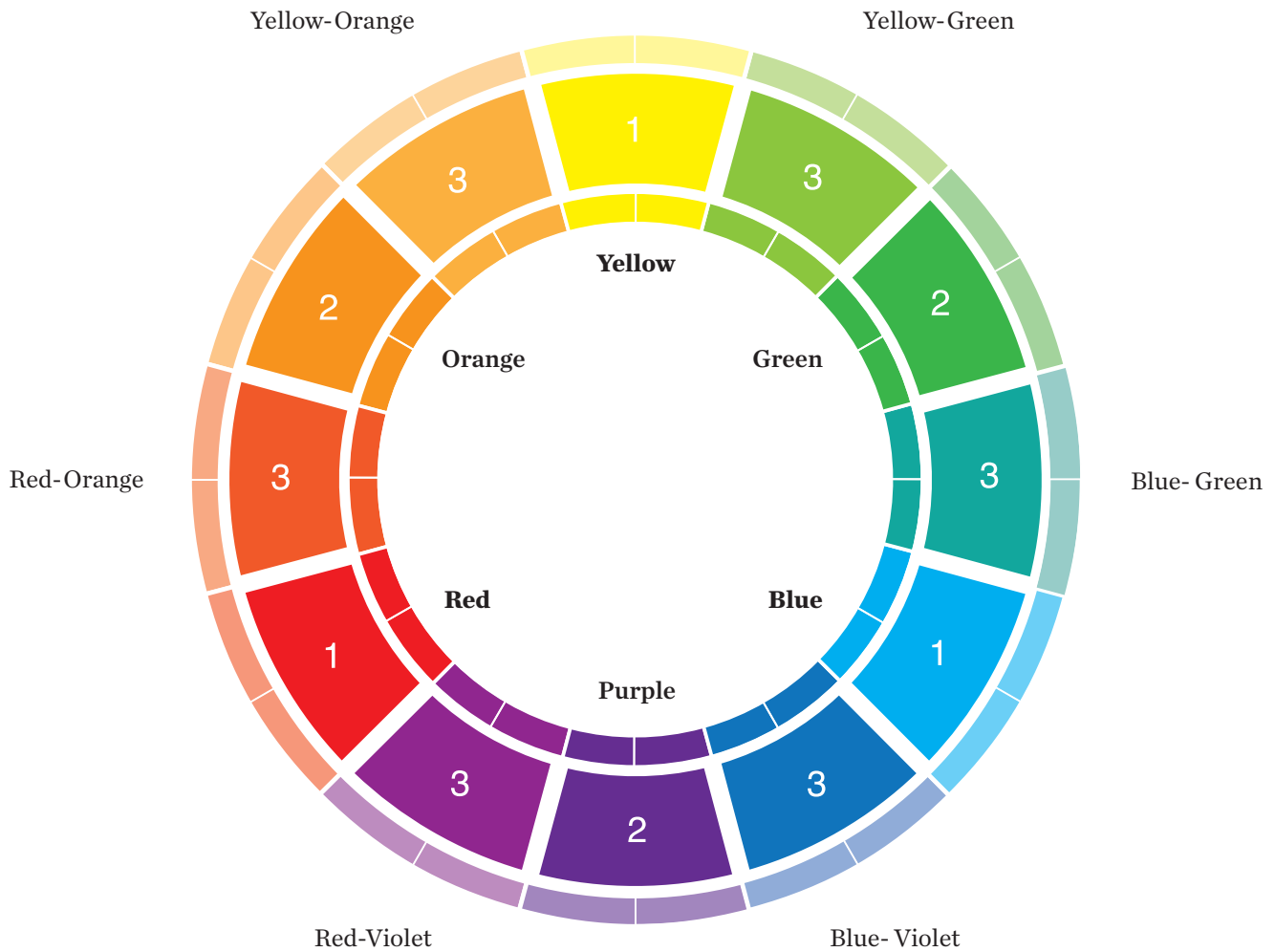
12 COLOURS AND THE EMOTIONS THEY EVOKE

From: www.creativebloq.com/web-design/12-colours-and-emotions-they-evoke-61515112

Colour	Emotions
RED	Passionate, aggressive, important
ORANGE	Playful, energetic, cheap
YELLOW	Happy, friendly, warning
GREEN	Natural, stable, prosperous
BLUE	Serene, trustworthy, inviting
PURPLE	Luxurious, mysterious, romantic
PINK	Feminine, young, innocent
BROWN	Earthy, sturdy, rustic
BLACK	Powerful, sophisticated, edgy
WHITE	Clean, virtuous, healthy
GREY	Neutral, formal, gloomy
BEIGE	Accentuates surrounding colours

/ COLOR THEORY

THE COLOR WHEEL

Yellow-Orange

Yellow-Green

Red-Orange

Blue-Green

Red-Violet

Blue-Violet

Yellow

Orange

Green

Red

Blue

Purple

Primary Colors:

A base color that serves as the basis of all other colors.

Secondary Colors:

Colors made by combining two Primary Colors.

Tertiary Colors:

Colors made by combining the full saturation of one color with half saturation of another. Tertiary colors are often shades of brown.
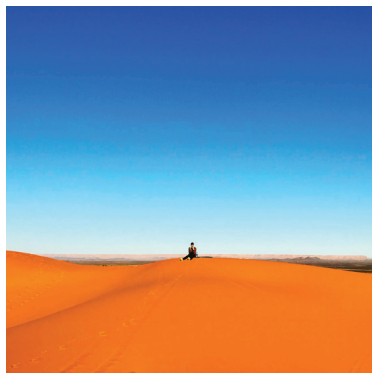
Black:

The absence of color.

White:

The combination of all colors.
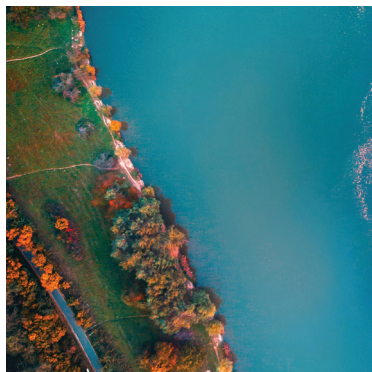
COLOR PALETTES

Monochromatic:

Various tones from a single color in the color wheel.

Complimentary:

Two colors directly across from each other in the color wheel.

Triadic:

Three colors equally spaced from each other on the color wheel.

Split Complimentary:

One color with two additional color that neighbor the complimentary color.

GRAPHIC DESIGN FUNDAMENTALS
/ TYPOGRAPHY

A Typeface is a particular set of letters and glyphs with a common design.

A Font is a particular size and style within a typeface.

Serifs

Serifs:

Serifs are the flairs and strokes at the end of larger strokes.

Serifs

Serif Fonts have serifs.

Serifs

San-Serif Fonts do not have serifs.

This is a display font.

This is a book/copy font.

Ugit quia prae excepre ptatur?

Aborehe nimolore sumquia conem seque volum voluptae officimus, il ex et, omnit, sequis dist exeris dolupta vid ende sam aut de nobis eturist, omnihit aessita sperferibus eos nimusam nosae num fugit dolores etur sunt modis volendus doloriti quaspie nemqui ut aut arum quo dolorepella ium eaquatiunt dolorenderum verchil igendentiam nonsequi dis

adia doluptus quatempos velluptat lit molumquam a con rate exernatias autem facia necuptaepe non et eriam et ad ut voleni omnim sus exersperum, vere quam, ipsunt labo. Gitiate molorum fugit, nam sum hici comni dolo volest, am quodi odis magnisit enihicietum, tessimi liquidus aut harunt officitatet quiam quid ut voluptatiis aborporeria dempor as volorit laborum voluptis aut est, totae quam qui aut dolor accum, officium, officimosa id eaqui rere rempedi totatur? Vollit, ommodit volupta venia coneseq uidit, idebis

apitio. Ut erciati sciiscipsam eos dolor sum facepra debisin pe earibus qui te conet quat.

Tatini omnimolorro corio quos perciam que officium autem re excepel itatem cullicilis venes cor sequam, etur?

Equae estrum que sunt offic to mo officta quam venis.

The font family above is called Scotch and comes in a large variety of styles.

Th Th
(Glyph)

Display fonts are designed to be read at larger sizes (14 pt and higher).

Book fonts are designed to be read at smaller sizes (12 pt and below).

Glyphs are specific types that are used as alternates in a piece of typography. Most often, they are alternates for combinations of letters or letters that have different versions for style and readability.

/ TYPOGRAPHY

CLASSIFICATION

Oldstyle Typefaces

15th-18th Century Typefaces characterized by minimal variety in thickness of stroke.

Transitional Typefaces

Bridge Typefaces between Oldstyle and Modern. You begin to see more variety in thickness.

Modern Typefaces

Characterized by significant contrast between thick and thin with more exaggerated and simplified serifs.

Slab Typefaces

Used for advertising and signage, big bold types that are meant to be easily read.

Grotesque Typefaces

Also known as Gothic, these are Sans-Serif fonts with rounded variations.

Humanist Typefaces

San-Serif fonts with Roman proportions.

Geometric Typeface

San-Serif fonts based on the geometry of the square, circle, and rectangle.

DECORATIVE TYPEFACES

Blackletter

Script

Decorative Typefaces range from blackletter, to scripts, to handrawn type and is mostly designed for display. Use decorative type sparingly and with strong intention.

TEXT TREATMENT

Kerning
Kerning

Kerning (above) is the space between individual letters while **tracking (below)** is the space between whole words or groups of words.

Em eiume laut

Em eiume laut

Em eiume laut

Em eiume laut labor ra cus, anim re volorpor acepedi dolore num fugiaep erioreceptae vel molore remperovitio to intur maionseque.

Em eiume laut labor ra cus, anim re volorpor acepedi dolore num fugiaep erioreceptae vel molore remperovitio to intur maionseque.

Em eiume laut labor ra cus, anim re volorpor acepedi dolore num fugiaep erioreceptae vel molore remperovitio to intur maionseque.

Line Spacing is the space between rows of text and can affect readability.

Further Reading:

Thinking with Type, Ellen Lupton

A critical guide for designers, writers, editors, and students. A great resource for understanding type

GRAPHIC DESIGN FUNDAMENTALS / PAGE LAYOUT

"To layout a page, means to use type and graphics and space to create story, and voice, and engagement"

- John McWade

Storytelling

Storytelling is the social and cultural activity of sharing stories, sometimes with improvisation, theatrics or embellishment. Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.[1] Crucial elements of stories and storytelling include plot, characters and narrative point of view. The term "storytelling" can refer specifically to oral storytelling but also broadly to techniques used in other media to unfold or disclose the narrative of a story.

Historical Perspective

A very fine par dated 1938 A.D. The epic of Pabuji is an oral epic in the Rajasthani language that tells of the deeds of the folk hero-deity Pabuji, who lived in the 14th century.

Storytelling, intertwined with the development of mythologies,[2] predates writing. The earliest forms of storytelling were usually oral, combined with gestures and expressions.[citation needed] Some archaeologists[which?] believe that rock art, in addition to a role in religious rituals, may have served as a form of storytelling for many[quantify] ancient cultures.[3] The Australian aboriginal people painted symbols which also appear in stories on cave walls as a means of helping the storyteller remember the story. The story was then told using a combination of oral narrative, music, rock art and dance, which bring understanding and meaning to human existence through the remembrance and enactment of stories.[4][page needed] People have used the carved trunks of living trees and ephemeral media (such as sand and leaves) to record folktales in pictures or with writing.[citation needed] Complex forms of tattooing may also represent stories, with information about genealogy, affiliation and social status.[5]

Folktales often share common motifs and themes, suggesting possible basic psychological similarities across various human cultures. Other stories, notably fairy tales, appear to have spread from place to place, implying memetic appeal and popularity.

Groups of originally oral tales can coalesce over time into story cycles (like the Arabian Nights), cluster around mythic heroes (like King Arthur), and develop into the narratives of the deeds of the gods and saints of various religions.[6] The results can be episodic (like the stories about Anansi), epic (as with Homeric tales), inspirational (note the tradition of vitae) and/or instructive (as in many Buddhist or Christian scriptures).

1. "Narratives and Story-Telling | Beyond Intractability". www.beyondintractability.org. 2016-07-06. Archived from the original on 2017-07-11. Retrieved 2017-07-08.
2. Sherman, Josepha (26 March 2015). Storytelling: An Encyclopedia of Mythology and Folklore. Routledge (published 2015). ISBN 978-1-317-45937-8. Retrieved 27 March 2021. Myths address daunting themes such as creation, life, death, and the workings of the natural world.
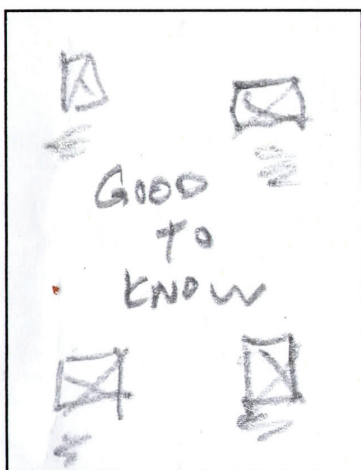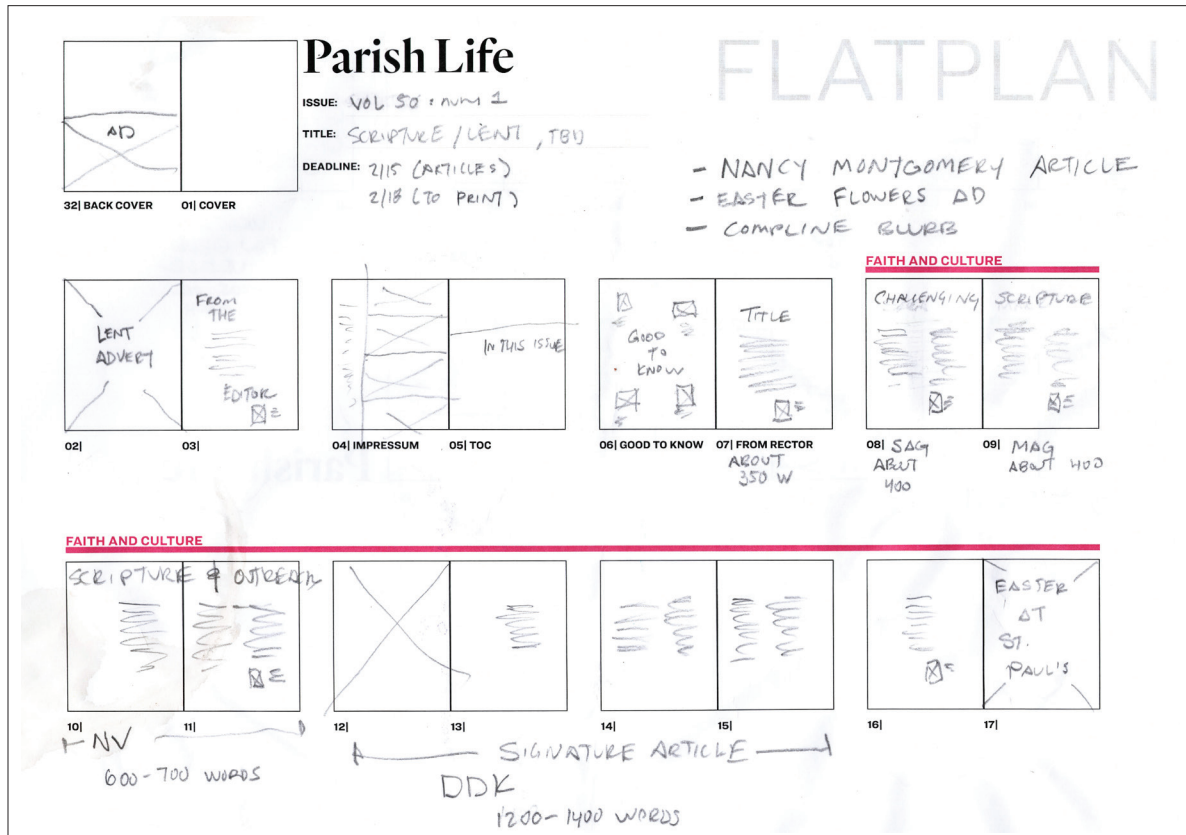
A grid layout can be as simple as a square inset from the edges of the page.
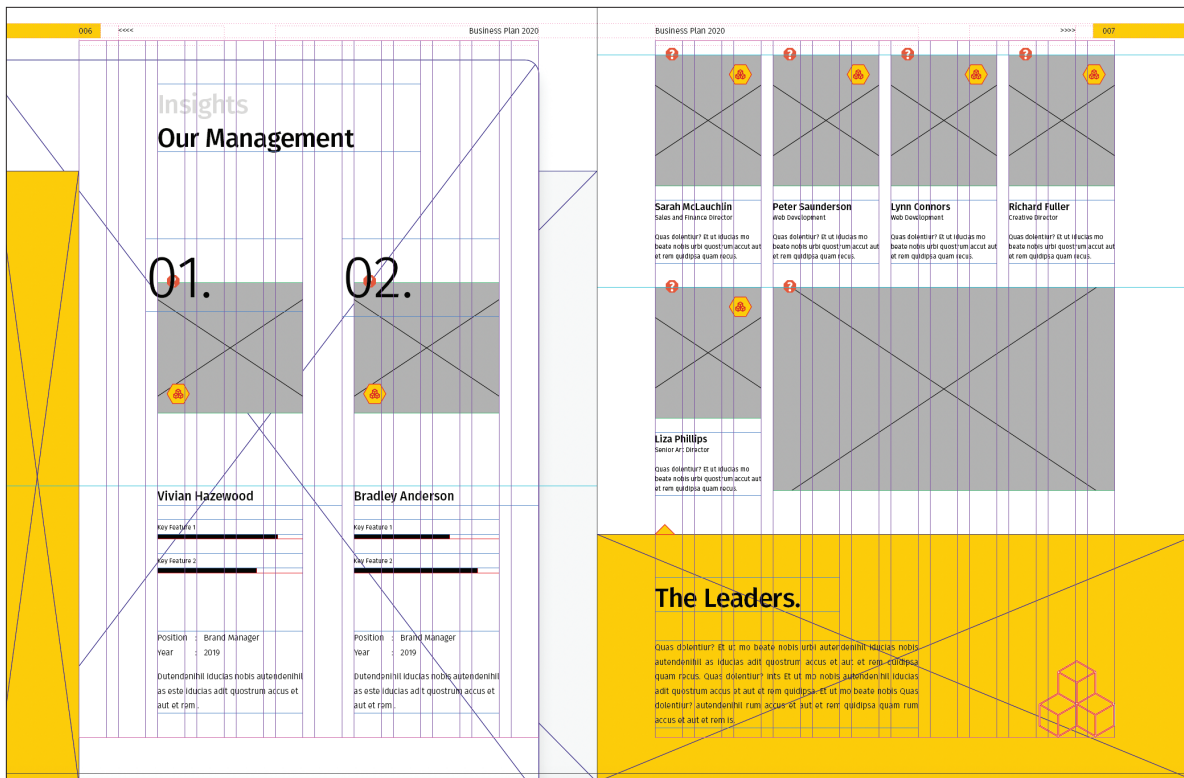
A more complex grid layout may include multiple columns and different elements for alignment, grouping, and hierarchy on the page.

Free form layout may include elements of a grid but is designed without a grid in mind.

/ PAGE LAYOUT

Parish Life

ISSUE: VOL 50 : NUM 1

TITLE: SCRIPTURE / LENT , TBD

DEADLINE: 2/15 (ARTICLES)
2/18 (TO PRINT)

FLATPLAN

- NANCY MONTGOMERY ARTICLE
- EASTER FLOWERS AD
- COMPLINE BLURB

32| BACK COVER   01| COVER

02| 03| 04| IMPRESSUM   05| TOC   06| GOOD TO KNOW   07| FROM RECTOR ABOUT 350 W   08| SAG ABOUT 400   09| MAG ABOUT 400

LENT ADVERT   FROM THE EDITOR   IN THIS ISSUE   GOOD TO KNOW   TITLE

FAITH AND CULTURE

CHALLENGING   SCRIPTURE

FAITH AND CULTURE

SCRIPTURE & OUTREACH

EASTER AT ST. PAUL'S

10| 11| 12| 13| 14| 15| 16| 17|

NV
600 - 700 WORDS

SIGNATURE ARTICLE
DDK
1200 - 1400 WORDS

A flatplan is a great tool for outlining magazines and booklets.

WHITE SPACE

"Less is more."

- Mies Van Der Rohe

White space is extremely important to good page layout. White space is possibly the most important part of a layout for readability. It provides space for eyes to rest, and allows for text to become part of the design.

Further Reading:

Layout Index, **Jim Krause**

Layout Index is an easy read to open up when you need some ideas to liven up a page you are working on.

GRAPHIC DESIGN FUNDAMENTALS / BRANDING

ICON

PRIMARY LOCKUP

SECONDARY LOCKUP
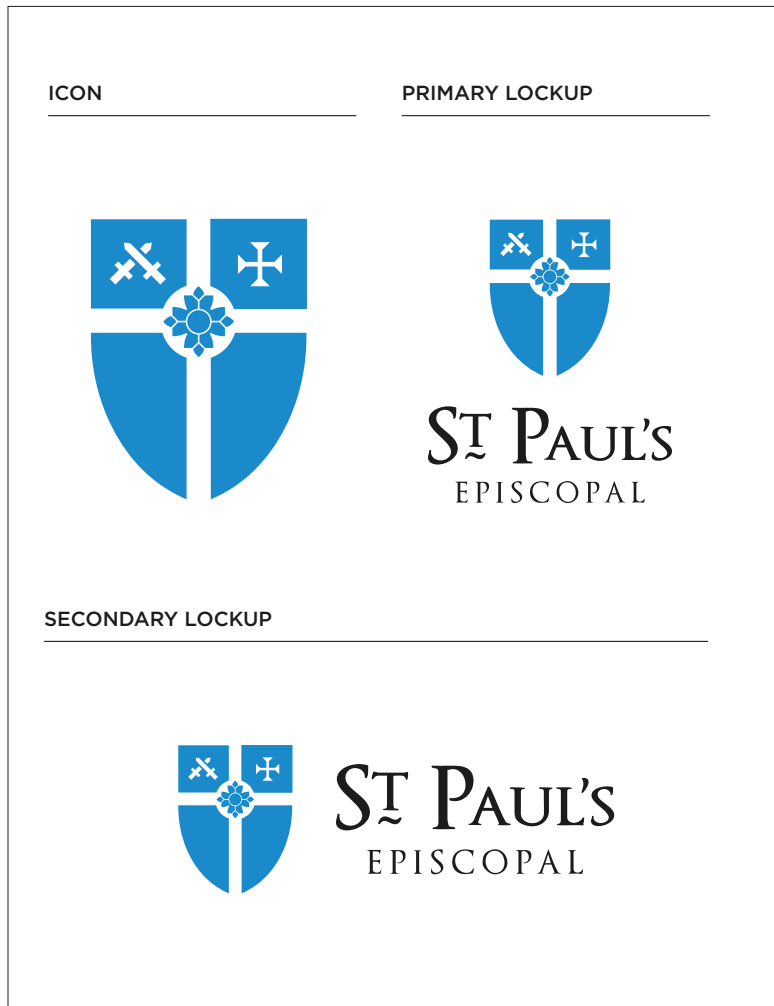
What is branding?

"The marketing practice of creating a name, symbol, or design that **identifies** and **differentiates** a product from other products"

"Your brand is derived from who you are, who you want to be, and who people perceive you to be."

-www.entrepreneur.com

ICONS

COLOR PALLET

SKYLIGHT BLUE	
PMS	299
RGB	0 149 149
CMYK	78 29 0 0
HEX	#0095db

MEDIEVAL GREY	
PMS	426
RGB	30 30 30
CMYK	72 66 65 75
HEX	#1e1e1e

STONEWORK	
PMS	COOL GRAY 1C
RGB	245 245 245
CMYK	3 2 1 0
HEX	#f5f5f8

LOGO USAGE

CLEARSPACE

Clearspace determines the space around the logos that must be followed. No element should cross the clearspace border.

For the SPE marks, .25" seperation serves as the base for determining clearspace.

SIZING

For sizes < 1" but not smaller than 0.5", use these alternate marks to retain the legibility needed to distinguish the brand.

INCORRECT USAGE

X

Distorting or rotating any part(s) of the logo

X

Incorrect color usage: any color other than the specified skylight blue, medieval gray, stonework, black or white

X

Outlining any part of the logo

Brand Design & Church

Consistent and well developed branding for a religious organization will help unify your communications and help build recognition within the community..

Further Reading:

Logotype, Michael Evamy

and

Symbol, Steven Bateman

These two books together are extremely helpful for anyone working on branding projects.

ADOBE CREATIVE SUITE
/ PIXELS, VECTORS, ELEMENTS
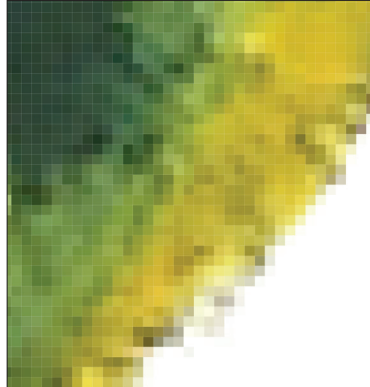
Pixel Image: Images that are made up of tiny squares (called pixels) of colors. The closer you zoom in, the bigger the pixels get.

 Photoshop is a pixel based (known as raster graphics) editing program.

Vector Image: Images that are made up of anchor points and lines (vectors) that have varying strokes and fills applied to it. No matter how much you zoom in, the image does not pixelate.

 Illustrator is a vector based design program.

 InDesign is a page layout program that references elements that can be vector and pixel based.

/ ADOBE ILLUSTRATOR Ai

All the information from this page comes from helpx.adobe.com.
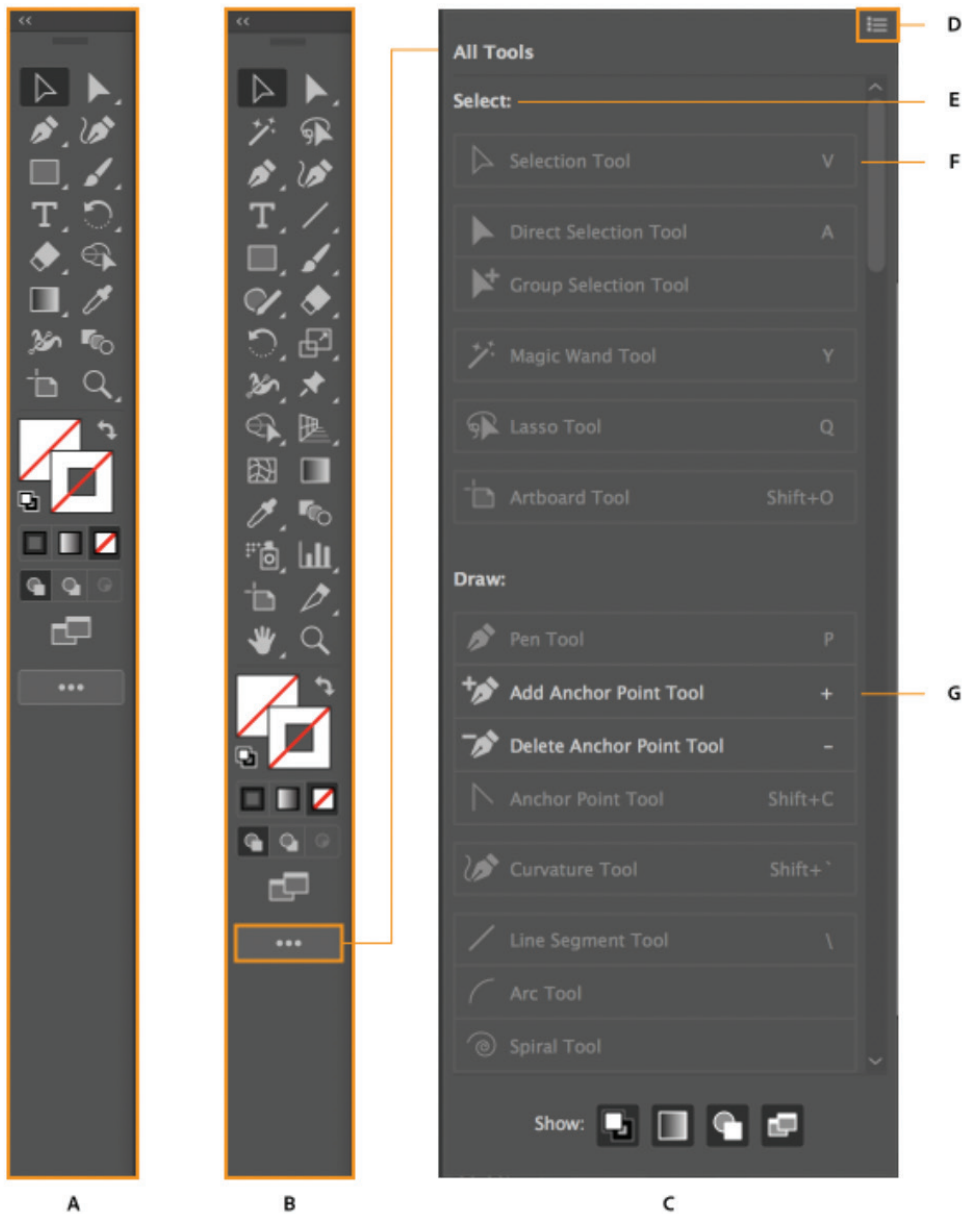
A. Basic toolbar **B.** Advanced toolbar **C.** All Tools drawer **D.** Flyout menu **E.** Tool category **F.** Tool available in the toolbar **G.** Tool available in the drawer

Select

	Tool	Shortcut
	Selection Tool	V
	Direct Selection Tool	A
	Group Selection Tool	
	Magic Wand Tool	Y
	Lasso Tool	Q
	Artboard Tool	Shift+Q

Draw

	Tool	Shortcut
	Pen Tool	P
	Add Anchor Point Tool	+
	Delete Anchor Point Tool	-
	Anchor Point Tool	Shift+C
	Curvature Tool	Shift+~
	Line Segment Tool	\
	Arc Tool	
	Spiral Tool	
	Rectangulat Grid Tool	
	Polar Grid Tool	
	Rectangle Tool	M
	Rounded Rectangle Tool	
	Ellipse Tool	L
	Polygon Tool	
	Star Tool	
	Flare Tool	
	Paintbrush Tool	B
	Blob Tool	Shift+B
	Shaper Tool	Shift+N
	Pencil Tool	N
	Smooth Tool	
	Path Eraser Tool	
	Join Tool	

	Tool	Shortcut
	Symbol Spayer Tool	Shift+S
	Symbol Shifter Tool	
	Symbol Scruncher Tool	
	Symbol Sizer Tool	
	Symbol Spinner Tool	
	Symbol Stainer Tool	
	Symbol Screener Tool	
	Symbol Styler Tool	
	Column Graph Tool	J
	Stacked Column Graph Tool	
	Bar Graph Tool	
	Stacked Bar Graph Tool	
	Line Graph Tool	
	Area Graph Tool	
	Scatter Graph Tool	
	Pie Graph Tool	
	Radar Graph Tool	
	Slice Tool	Shift+K
	Slice Selection Tool	
	Perspective Grid Tool	Shift+P
	Perspective Selection Tool	Shift+V

Type

	Tool	Shortcut
	Type Tool	T
	Area Type Tool	
	Type on a Path Tool	
	Vertical Type Tool	
	Vertical Area Type Tool	
	Vertical Type on a Path Tool	
	Touch Type Tool	Shift+T

Paint

	Tool	Shortcut
	Gradient Tool	G

	Tool	Shortcut
	Mesh Tool	U
	Shape Builder Tool	Shift+M
	Live Paint Bucket	K
	Live Paint Selection Tool	Shift+L

Modify

	Tool	Shortcut
	Rotate Tool	R
	Reflect Tool	O
	Scale Tool	S
	Shear Tool	
	Reshape Tool	
	Width Tool	Shift+W
	Warp tool	Shift+R
	Twirl Tool	
	Pucker Tool	
	Bloat Tool	
	Scallop Tool	
	Crystallize Tool	
	Wrinkle Tool	
	Puppet Warp Tool	
	Free Transform Tool	E
	Eyedropper Tool	I
	Measure Tool	
	Blend Tool	W
	Eraser Tool	Shift+E
	Scissors Tool	C
	Knife	

Navigate

	Tool	Shortcut
	Hand Tool	H
	Print Tiling Tool	
	Zoom Tool	Z

Toolbar in detail: The keyboard shortcuts (letters next to certain tools) are extremely helpful to learn to improve your design workflow.

/ ADOBE PHOTOSHOP   Ps

The information from this page comes from helpx.adobe.com unless otherwise noted.

A. Selection Tools

B. Crop and Slice Tools

C. Measuring Tools

D. Retouching Tools

E. Painting Tools

F. Drawing and Typing Tools

G. Navigation Tool
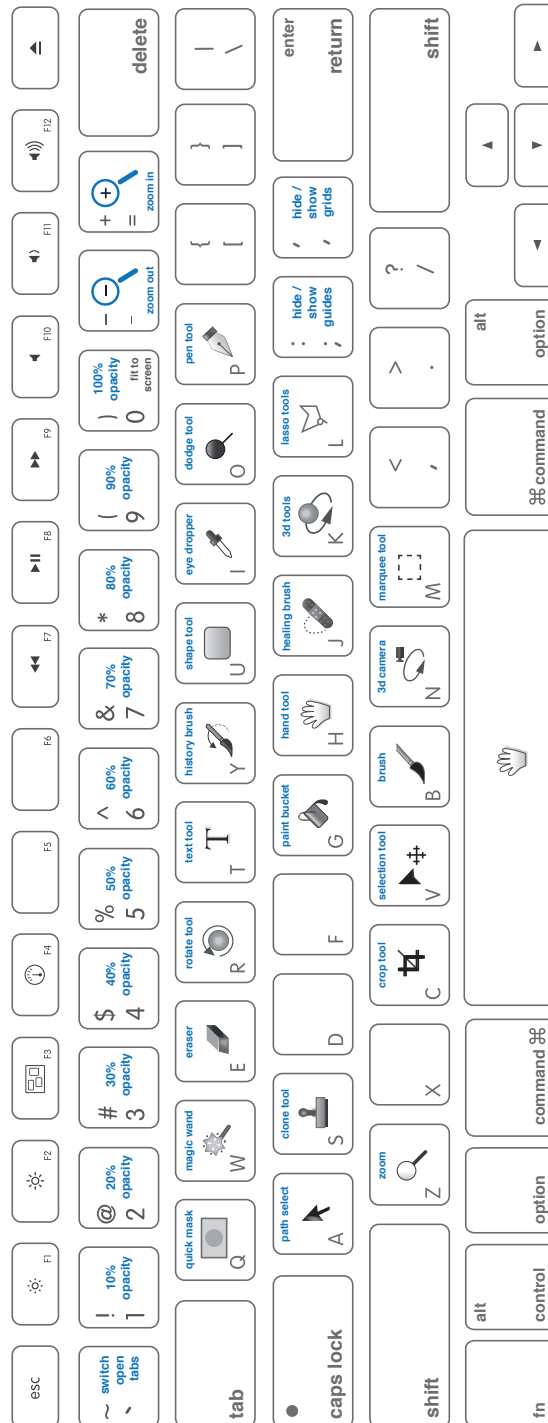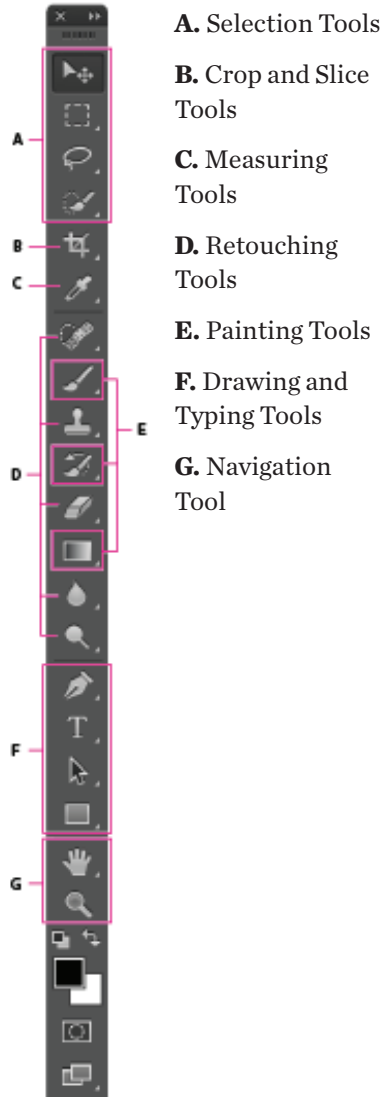
Tools SHORTCUTS

	Mac	Windows
Move tool	V	V
Rectangular Marquee tool	M	M
Elliptical Marquee tool	M	M
Lasso tool	L	L
Polygonal Lasso tool	L	L
Magnetic Lasso tool	L	L
Magic Wand tool	W	W
Quick Selection tool	W	W
Crop tool	C	C
Slice tool	C	C
Slice Select tool	C	C
Eyedropper tool	I	I
Color Sampler tool	I	I
Ruler tool	I	I
Note tool	I	I
Count tool	I	I
"Spot Healing Brush tool	J	J
Healing Brush tool	J	J
Patch tool	J	J
Red Eye tool"	J	J
"Brush tool	B	B
Pencil tool	B	B
Color Replacement tool	B	B
Mixer Brush tool"	B	B
"Clone Stamp tool	S	S
Pattern Stamp tool"	S	S

Tools SHORTCUTS

	Mac	Windows
History Brush tool	Y	Y
Art History Brush tool"	Y	Y
Eraser tool	E	E
Background Eraser tool	E	E
Magic Eraser tool	E	E
Gradient tool	G	G
Paint Bucket tool	G	G
Dodge tool	O	O
Burn tool	O	O
Sponge tool	O	O
Pen tool	P	P
Freeform Pen tool	P	P
Horizontal Type tool	T	T
Vertical Type tool	T	T
Horizontal Type mask tool	T	T
Vertical Type mask tool	T	T
Path Selection tool	A	A
Direct Selection tool	A	A
Rectangle tool	U	U
Rounded Rectangle tool	U	U
Ellipse tool	U	U
Polygon tool	U	U
Line tool	U	U
Custom Shape tool	U	U

Tools SHORTCUTS

	Mac	Windows
3D Object Rotate tool	K	K
3D Object Roll tool	K	K
3D Object Pan tool	K	K
3D Object Slide tool	K	K
3D Object Scale tool	K	K
3D Camera Rotate tool	N	N
3D Camera Roll tool	N	N
3D Camera Pan tool	N	N
3D Camera Walk tool	N	N
3D Camera Zoom	N	N
Hand tool	H	H
Rotate View tool	R	R
Zoom tool	Z	Z

INFOGRAPHIC BY

make a
websitehub.com

Image Commands SHORTCUTS

	Mac	Windows
Adjustments >		
Levels.	Cmd+L	Ctrl+L
Curves	Cmd+M	Ctrl+M
Hue/Saturation	Cmd+U	Ctrl+U
Color Balance	Cmd+B	Ctrl+B
Black & White.	Opt+Shift+Cmd+B	Alt+Shift+Ctrl+B
Invert	Cmd+I	Ctrl+I
Desaturate	Shift+Cmd+U	Shift+Ctrl+U
Auto Tone	Shift+Cmd+L	Shift+Ctrl+L
Auto Contrast	Opt+Shift+Cmd+L	Alt+Shift+Ctrl+L
Auto Color	Shift+Cmd+B	Shift+Ctrl+B
Image Size	Opt+Cmd+I	Alt+Ctrl+I
Canvas Size	Opt+Cmd+C	Alt+Ctrl+C
Record Measurements	Shift+Cmd+M	Shift+Cmd+M

Layer Commands SHORTCUTS

	Mac	Windows
New >		
Layer	Shift+Cmd+N	Shift+Ctrl+N
Layer via Copy	Cmd+J	Ctrl+J
Layer via Cut	Shift+Cmd+J	Shift+Ctrl+J
Create/Release Clipping Mask	Opt+Cmd+G	Alt+Ctrl+G
Group Layers	Cmd+G	Ctrl+G
Ungroup Layers.	Shift+Cmd+G	Shift+Ctrl+G
Arrange >		
Bring to Front	Shift+Cmd+]	Shift+Ctrl+]
Bring Forward	Cmd+]	Ctrl+]
Send Backward	Cmd+[	Ctrl+[
Send to Back	Shift+Cmd+[	Shift+Ctrl+[
Merge Layers	Cmd+E	Ctrl+E
Merge Visible	Shift+Cmd+E	Shift+Ctrl+E

/ ADOBE INDESIGN ![Id]

The information from this page comes from helpx.adobe.com unless otherwise noted.

Selection Tool (V)
Direct Selection Tool (A)
Page Tool (Shift + P)
Gap Tool (U)
Content Collector / Placer Tools (B)
Type Tools (T)
Line Tool (\)
Pen Tools (P)
Pencil Tools (N)
Frame Tools (F)
Shape Tools (M)
Scissors Tool (C)
Free Transform Tools (E)
Gradient Swatch (G)
Gradient Feather (Shift + G)
Note Tool
Eyedropper / Measure Tools (K)
Hand Tool (H)
Zoom Tool (Z)

Fill Box (X)
Default Fill and Stroke (D)
Formatting affects Container (J)
Fill Options
Screen Modes

Stroke Box (X)
Formatting affects Text (J)

InDesign
Must-Know Short-cuts 2017

 Mac Os *version*

Files

New Document	⌘ + N
Open	⌘ + O
Save	⌘ + S
Save all	⌥ + ⇧ + ⌘ + S
Package	⌥ + ⇧ + ⌘ + P
Export	⌘ + E
Print	⌘ + P
Close	⌘ + W
Close all	⌥ + ⇧ + ⌘ + W

Basic operations

Add Page	⇧ + ⌘ + P
Place	⌘ + D
Copy	⌘ + C
Cut	⌘ + X
Paste	⌘ + V
Paste in Place	⌥ + ⇧ + ⌘ + V
Paste without Formatting	⇧ + ⌘ + V
Select All	⌘ + A
Deselect All	⇧ + ⌘ + A
Undo	⌘ + Z
Redo	⇧ + ⌘ + Z
Find/Change	⌘ + F
Find Next	⌥ + ⌘ + F
Quick Apply	⌘ + ↩

Working with Text

Type tool	T
Type On A Path tool	⇧ + T
Bold	⇧ + ⌘ + B
Italic	⇧ + ⌘ + I
Normal	⇧ + ⌘ + Y
Insert Forced Line Break	⇧ + ↩
Insert Nonbreaking Space	⌥ + ⌘ + X

Tables

Delete: Column	⇧ + Delete
Delete: Row	⌘ + Delete
Insert Table	⌥ + ⇧ + ⌘ + T
Insert Column	⌥ + ⌘ + 9
Insert Row	⌘ + 9

redokun
Adobe InDesign file translation made easy - https://redokun.com

Tools

Direct Selection tool	A
Selection tool	V, esc
Eyedropper tool	I
Toggle Fill and Stroke	X
Swap Fill and Stroke	⇧ + X
Rectangle Frame tool	F
Rectangle tool	M
Ellipse tool	L
Measure tool	K
Gap tool	U
Rotate tool	R
Scissors tool	C
Pen tool	P

Object Editing

Scale tool	S
Shear tool	O
Bring Forward	⌘ +]
Bring to Front	⇧ + ⌘ +]
Send Backward	⌘ + [
Send to Back	⇧ + ⌘ + [
Fit Center Content	⇧ + ⌘ + E
Fit Fill Frame Proportionally	⌥ + ⇧ + ⌘ + C
Fit Content Proportionally	⌥ + ⇧ + ⌘ + E
Fit Content to Frame	⌥ + ⌘ + E
Fit Frame to Content	⌥ + ⌘ + C
Group	⌘ + G
Ungroup	⇧ + ⌘ + G
Lock	⌘ + L
Unlock All on Spread	⌥ + ⌘ + L
Hide	⌘ + 3
Show All on Spread	⌥ + ⌘ + 3

Views and Navigation

Hand tool (Temporary)	⌥ + Spacebar
Go to Page	⌘ + J
Switch between Normal View and Preview	W
Zoom tool	Z
Actual Size	⌘ + 1
Fit Page in Window	⌘ + 0
Fit Spread in Window	⌥ + ⌘ + 0
Show / Hide Baseline Grid	⌥ + ⌘ + '
Show / Hide Guides	⌘ + ;
Presentation Screen Mode	⇧ + W

ADDITIONAL RESOURCES
/ BOOKS

The Secret Lives of Color, **Kassia St. Clair**

This great book "tells the unusual stories of seventy-five fascinating shades, dyes, and hues" (Amazon)
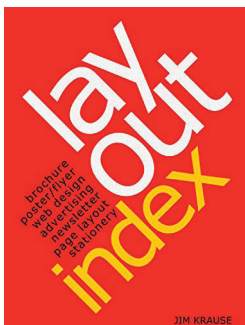
Pantone Color Bridge Guide, **Pantone**

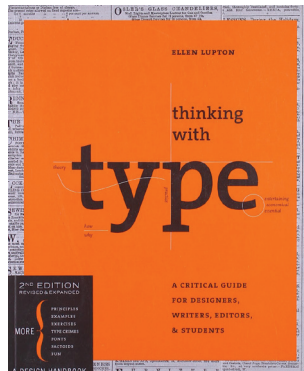This is expensive, but it is invaluable is you need to color match.

Color Index XL, **Jim Krause**

There is an entire series of Color Index books. Each has color palette ideas and is great to browse as you are working through a design.
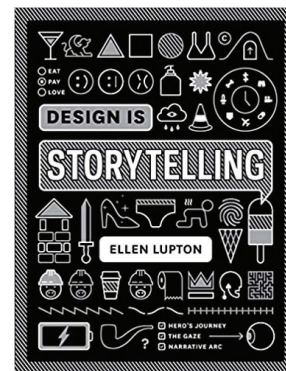
Layout Index, **Jim Krause**

Like all the books in the "Index" series by Krause, this is a great resource when you need inspiration.

Thinking with Type, **Ellen Lupton**

A fantastic book about all the elements of type.

Design Is Storytelling, **Ellen Lupton**

Another amazing book about the power of design.

Logotype, **Michael Evamy**

"Corporate Identity Book, Branding Reference for Designers and Design Students"

Symbol, **Steven Bateman**
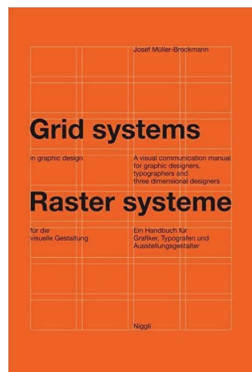
This is a companion to *Logotype* and just as good.

Logo, **Michael Evamy**

Along with *Logotype* and *Symbol, Logo* helps form the trifecta of branding ideas.

Graphic Artists Guild Handbook, **The Graphic Artists Guild**

If you are doing freelance work, this is a must have resource for pricing, ethics, and professional practice in Graphic Design.

Grid Systems in Graphic Design, **Josef Müller-Brockmann**

An oldie but a goodie. This is a book still often used in design school

These books are some of the ones that mean a lot to me. While there are lots and lots of resources to help you online, I highly recommend you build a design library. Sometimes you just need to open a book and wander through the pages to get inspired.

/ PROJECT FOLDERS

For each project I work one, I create a project folder with the following subfolders inside:

01 Docs

03 Design

02 Assets

02 Production

/ FORMS

The following forms are ones that I use often. They have been adapted from other sources where noted. Feel free to create your own versions of these forms to meet your needs.

Flatplan: The flatplan is a tool to outline publications. It is a great resource for planning a magazine.

Creative Brief: The creative brief is a great resource to use when working with a client on a new project. It is also useful to play the client and fill out the form when you are beginning a big design project in-house.

Promotional Matrix: This is a spreadsheet that I use to keep track of upcoming events that need to be communicated.

FLATPLAN

Parish Life

ISSUE:

TITLE:

DEADLINE:

32| BACK COVER

01| COVER

FAITH AND CULTURE

02|

03|

04| IMPRESSUM

05| TOC

06| GOOD TO KNOW

07| FROM RECTOR

08|

09|

FAITH AND CULTURE

10|

11|

12|

13|

14|

15|

16|

17|

Parish Life

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creative brief

NAME   **DATE**   **SIGNATURE**

WHO ARE YOU?
How would you briefly sum up your business, brand, or service? Do you have a tag line or product?

WHAT ARE YOUR OBJECTIVES?
How do you define growth? What long and short term goals do you have?

VISION
How would you like people to perceive you?

TARGET
Who are you trying to speak to? How would you quickly describe your ideal audience?

COMPETITIORS
Who is targeting the same people as you?

SUCCESS
What would make this project successful?

PROJECT VOICE

What do you want this project to say about you?

_____

_____

_____

COLOR PREFERENCES

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Other

_____

_____

_____

Why?

_____

_____

PERCEPTION

Name a logo you like and explain why?

_____

_____

_____

EQUITY

Where do you see your organization in ten years?

_____

_____

KEYWORDS

Please write in three words that you hope will describe your organization and/or this project.

ADDITIONAL INPUT

What do you want us to know before we start working on this project?

_____

_____

_____

_____

_____

_____

This form is based on a form created by Glitschka Studios.

2022 Promotional Matrix

May 2-8

	Highlighted Events						
Online	Ministry	Advertised Title	Date/Start Time	End Time	Repeat	Last	Location	Notes
☐	Formation	Parish-Wide Bible Challenge	Mon, May 2, 2022		Weekly			In Monday emails
☐		Noonday Eucharist	Mon, May 2, 2022 12:00 PM	12:30 PM	M-F		Side Altar	
☐	Outreach	Street School Lunch	Tue, May 3, 2022 12:00 PM				Offsite	5/3, 5/10, 5/17
☐	Music	Novice Choir Rehearsal	Tue, May 3, 2022 4:30 PM	5:00 PM	Weekly		Music Room	Tuesdays and Wednesdays
☐	Music	Choristers Rehearsal	Tue, May 3, 2022 5:15 PM	6:45 PM	Weekly		Music Room	Tuesdays and Wednesdays
☐	Small Group	Young Adult Taco Tuesday	Tue, May 31, 2022 6:00 PM		Monthly		Wiseman Brewery	Last Tue of the month
☐	Small Group	Family Support Group	Wed, May 25, 2022 3:00 PM	4:00 PM	Monthly		Parlor	June 22, July 27, Aug 24, Sept 28, Oct 26, Nov 23, Dec 14
☐	Music	Novice Choir Rehearsal	Wed, May 4, 2022 4:30 PM	5:00 PM	Weekly		Music Room	Tuesdays and Wednesdays
☐	Music	Choristers Rehearsal	Wed, May 4, 2022 5:30 PM	7:10 PM	Weekly		Music Room	Tuesdays and Wednesdays
☐	Music	Adult Choir Rehearsal	Wed, May 4, 2022 7:15 PM	9:15 PM	Weekly		Music Room	Listed as 7:05 on cal.
☐	Outreach	Center of Hope Family Shelter Dinners	Thu, May 5, 2022 4:00 PM	4:30 PM	Weekly		Offsite	www.stpaulsws.org/coh
☐	Youth	Thursday Night EYC	Thu, May 5, 2022 6:00 PM	7:30 PM			Colhoun B & C	In person and online
☐	Fellowship	Walking Group	Fri, May 6, 2022 9:00 AM		Weekly		Reynolda	Will meet at 9 am till fall
☐	Worship	Holy Eucharist (Rite 1)	Sun, May 8, 2022 7:30 AM	8:30 AM			Chapel	Move from Nave for construction
☐	Children	Children's Chapel	Sun, May 8, 2022 9:00 AM		Weekly		Colhoun B & C	
☐	Worship	Choral Eucharist (Rite 2)	Sun, May 8, 2022 9:00 AM	10:15 AM			Colhoun Room	Move from Nave for construction
☑	Children	Children's Formation	Sun, May 8, 2022 10:15 AM	11:00 AM	Weekly		Multiple Classrooms	
☐	Formation	Adult Forum - Revisiting the Bible Challenge	Sun, May 8, 2022 10:15 AM	11:00 AM	Weekly	5/22/22	Chapel	Signage to Chapel
☐	Youth	Youth Formation	Sun, May 8, 2022 10:15 AM	11:00 AM			Youth Room	
☑	Worship	Choral Eucharist (Rite 2)	Sun, May 8, 2022 11:15 AM	12:30 PM			Colhoun Room	Move from Nave for construction
☐	Youth	EYC	Sun, May 8, 2022 5:00 PM	6:45 PM			Colhoun A	
☐	Outreach	Volunteer at the CBC Food Pantry	Thu, May 5, 2022 9:30 AM	12:00 PM			Offsite	https://www.stpaulsws.org/cbc
☐	Small Group	Young Adult Small Group	Thu, May 5, 2022 6:00 PM	7:15 PM			Colhoun B & C/Parlor	5/19
☑	Worship	Guest Preacher: The Rev. Donald Goodheart	Sun, May 8, 2022					All services
☐	Music	Novice Choir Graduation	Sun, May 8, 2022 9:00 AM					
☐	Music	Friends of Music Concert	Fri, May 13, 2022 7:30 PM					
☐	Children	Fifth Grade Breakfast (Daring Disciples)	Sun, May 15, 2022 10:15 AM	11:30 AM			Colhoun B & C	
☐	Children	Benefit Show & Concert for Ukrainian Refugees	Sun, May 15, 2022 4:00 PM	5:00 PM			Colhoun A	Led by Daring Disciples
☐	Children	Daring Disciples host Concert for Ukraine Relief	Sun, May 15, 2022 4:00 PM	5:00 PM			Colhoun A	Bake Sale also
☐	Outreach	Laundry Love	Tue, May 17, 2022 6:00 PM	8:00 PM			Offsite	5/17, 6/21
☐	Fellowship	Sr. Lunch	Wed, May 18, 2022 12:30 PM	1:30 PM	Monthly		Colhoun A	
☐	Fellowship	Widows Support Group	Thu, May 19, 2022 3:00 PM	4:00 PM			Parlor	
☐	Youth	Annual Youth Lip Sync Battle	Sun, May 22, 2022					
☐	Outreach	Good Neighbor Team: Family Reception	Sun, May 22, 2022 12:30 PM				Youth Room	
☐	Fellowship	Historic Trolly Tour	Thu, May 26, 2022 1:30 PM					All are welcome on this Senior Adults outing
☑	Worship	Summer Worship Schedule Begins	Sun, May 29, 2022 8:00 AM				Colhoun & Chapel	8/10/5 services schedule
☐	Children	Communion Class for Children and Families	Sun, Jun 5, 2022 9:00 AM	10:00 AM			Chapel	
☐	Fellowship	Pentecost Party	Sun, Jun 5, 2022 11:15 AM	12:30 PM			Porté-cochère	Block parking lot
☐	Children	Superhero Sunday	Sun, Jun 26, 2022 10:00 AM	12:00 PM				
☐	Children	Popsicles in the Playground	Sun, Jun 26, 2022 11:15 AM	12:00 PM			Playground	
☐	Fellowship	Sunday Afternoon at the Dash	Sun, Jul 10, 2022				Offsite	After the 10 am service
☐	Outreach	Summer Enrichment Sunday	Sun, Jul 17, 2022 10:00 AM					And luncheon
☐	Children	VBS Set up and training	Sun, Jul 31, 2022 11:15 AM	12:30 PM			Colhoun A	
☐	Children	Vacation Bible School	Mon, Aug 1, 2022 8:30 AM	1:00 PM	Daily	8/5/22	Colhoun A	8/1-8/5
☐	Children	VBS Family Closing Program	Fri, Aug 5, 2022 11:15 AM				Colhoun A	
☐	Children	Kindergarten Breakfast	Sun, Aug 21, 2022 9:00 AM	10:00 AM			Colhoun B & C	
☐	Children	Blessing of the Backpacks	Sun, Aug 21, 2022 10:00 AM				Nave	

Highlighted Events								
Online	Ministry	Advertised Title	Date/Start Time	End Time	Repeat	Last	Location	Notes
☐	Fellowship	Parish Picnic in Goodheart	Sun, Aug 28, 2022				Outside	
☑	Newcomer	Coffee with the Rector		8:45 AM	Monthly		Zoom	TBD
☐	Outreach	St. Paul's/South Fork Backpack Program			Weekly			Need new dates
☐								
☐								
☐								
☐								

News Promotion					
Advertised Title	Start	End	Ministry	Target	Description
Spam/Phishing warning reminder			Comm		Include website update
Episcopal School Townhall			Childrens		
Rector Sabbatical/Worship after Easter	4/22		Worship		

Key: **SN**: Sunday Newsletter, **eB**: Weekly eBulletin, **BL**: Dedicated eBlast, **FE**: Facebook Event, **FP**: Facebook Post, **IG**: Instagram Post, **WE**: Website Event, **PP**: Website Post or Page, **O**: Other (see description)

/ LINKS

Resources

Unsplash: www.unsplash.com
A great resource for photos that are free and royalty free.

Wikipedia: www.wikipedia.org
A majority of the images used in Wikipedia allow for some type of use.

Flat Icon: www.flaticon.com
A great resource for icons. For a small fee, the icons are royalty free, or you can download a free version as long as you credit the artist.

Da Font: www.dafont.com
A typography site with free downloads. When you pick a font, be sure and read the licensing rights for that font.

Inspiration

Logomoose: www.logomoose.com
A logo inspiration gallery that is a great place to get ideas (but do not take these graphics or plagiarize them)

COLOURlovers: www.colourlovers.com
A community of people who share colors and color palettes.
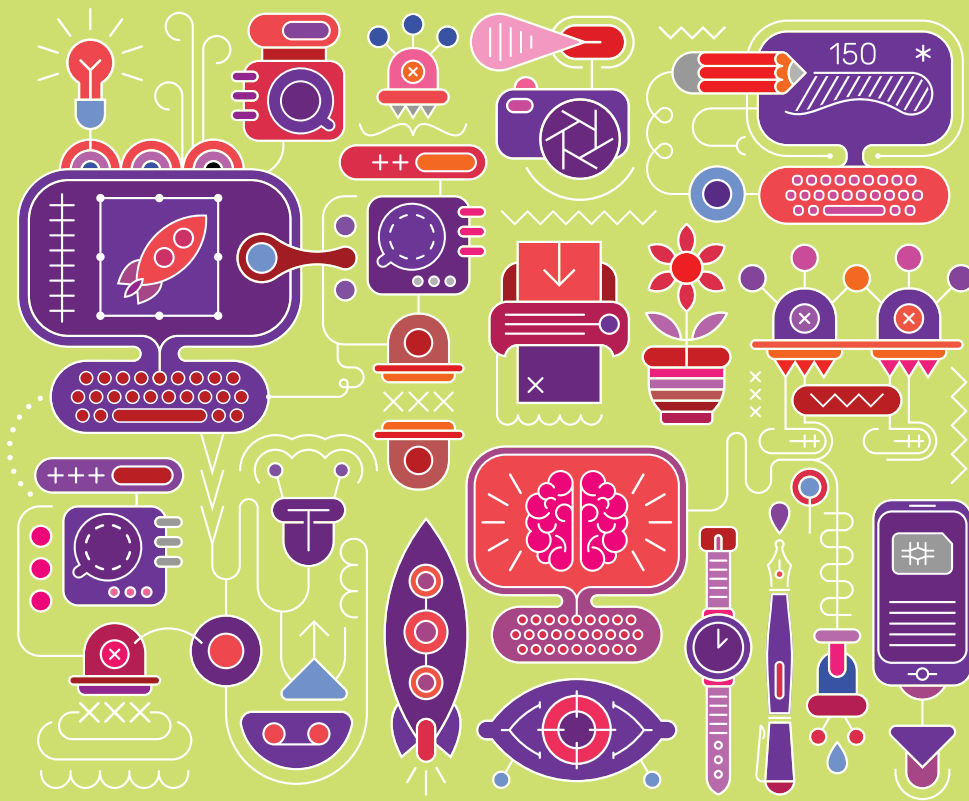
Behance: www.behance.net
A great place to see the work of other designers.

/ THANK YOU!

I hope today's workshop was valuable and that you leave with excitement and ideas about what you want to create! If you wish to share your work or have questions:

Jason Franklin
jasonmfranklin@gmail.com

GRAPHIC DESIGN FOR NON-DESIGNERS