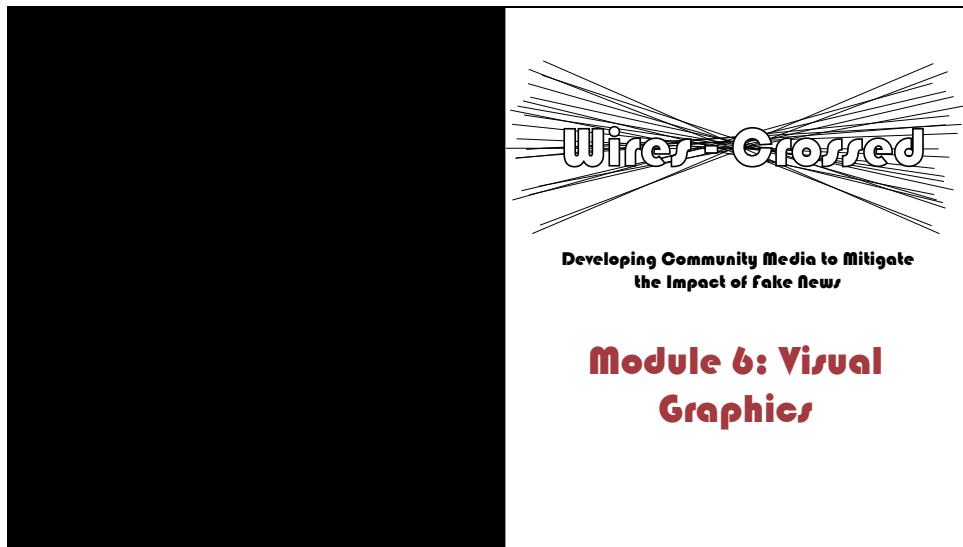




Slide 1

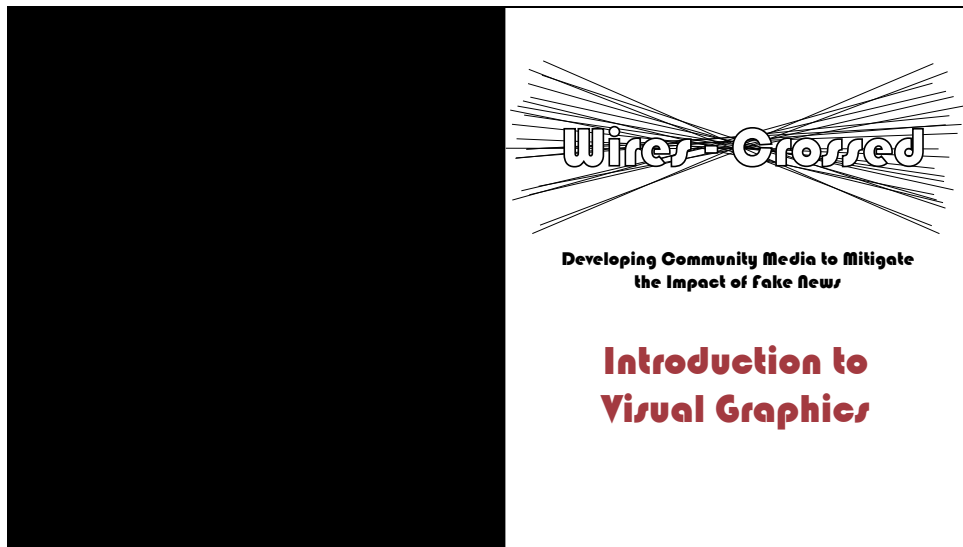




Slide 2





Hello!

Slide 3







What are “Visual Graphics”?



What are “Visual Graphics”?

Visual graphic design is the process of visual communication using **typography, photography, iconography** and **illustration**.

It is a combination of design and information development and it is largely concerned with how media intervention such as **printed, crafted, electronic media** or **presentations** communicate with people.



A Brief History of Visual-Communication

The history of visual communication is about as old as the history of mankind itself.

It appears humans have always had an innate desire toward art!



Early cave paintings

of handprints, animals and events like hunting date back to prehistoric times.

 Erasmus+



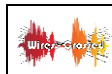
Slide 8



As far back as 200 CE China used **wood reliefs** to print and stamp designs on silk clothes.

 Erasmus+







By the middle ages, humanity had started developing its creativity into letters and words themselves and so came the launch of **typography**.

Typography is the *art* and technique of **arranging** font to make written **LANGUAGE** readable and *aesthetic* when displayed.



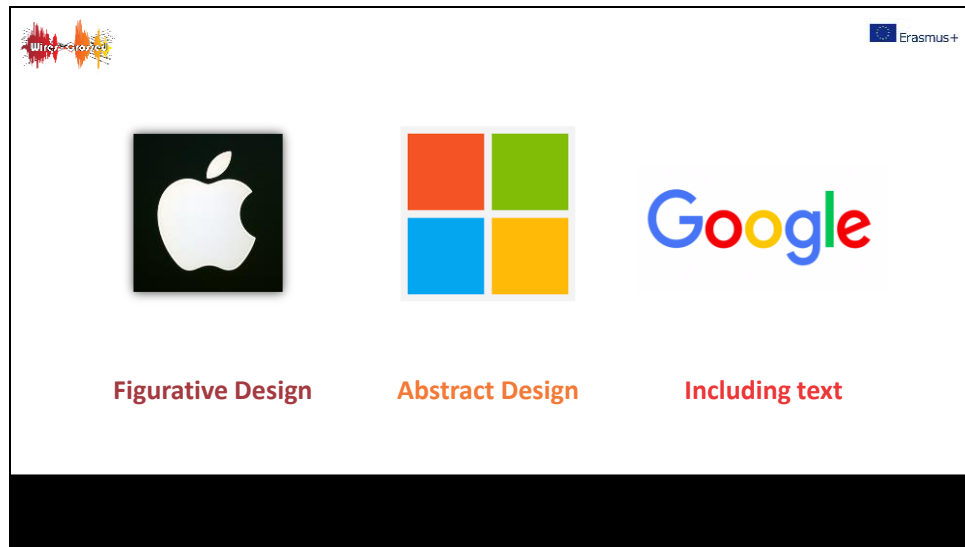
The worlds first logos were technically **coat of arms** which were used as a symbol to portray family houses or territories.







Much like a **logo**, a house's coat of arms was intended to represent the values, characters and customs of its people.

A logo is a graphic mark, such as an emblem or symbol, used to promote public identification and recognition. It may be a *figurative* or *abstract* design and can include the *text* of the name it represents.



Can you think of any other examples?



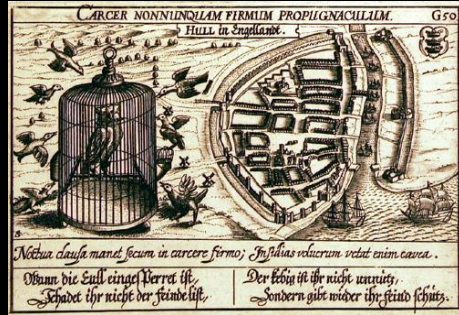
By the 15th century the printing press had arrived in Europe and people were finally able to recreate text, art and design on a massive scale.



It didn't take long for people to realize how such visuals affected shopping behaviours and increased profits.

This quickly led to the birth of visual graphics.

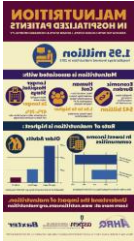





By the 1620s early
informational broadsheets
called '**corantos**'
featured the first mass
produced printed
advertisements.





A phenomenon we now encounter almost constantly, in the way of commercial, public service, promotional or informative.





Commercial

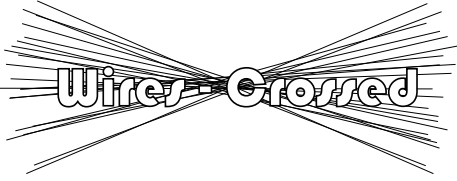
Public Service

Promotional

Informative



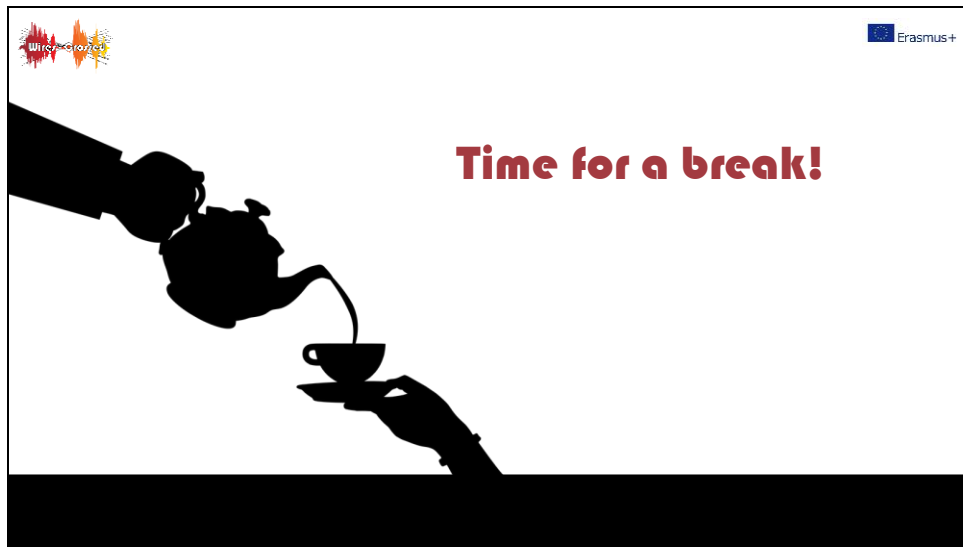
Any questions or observations?

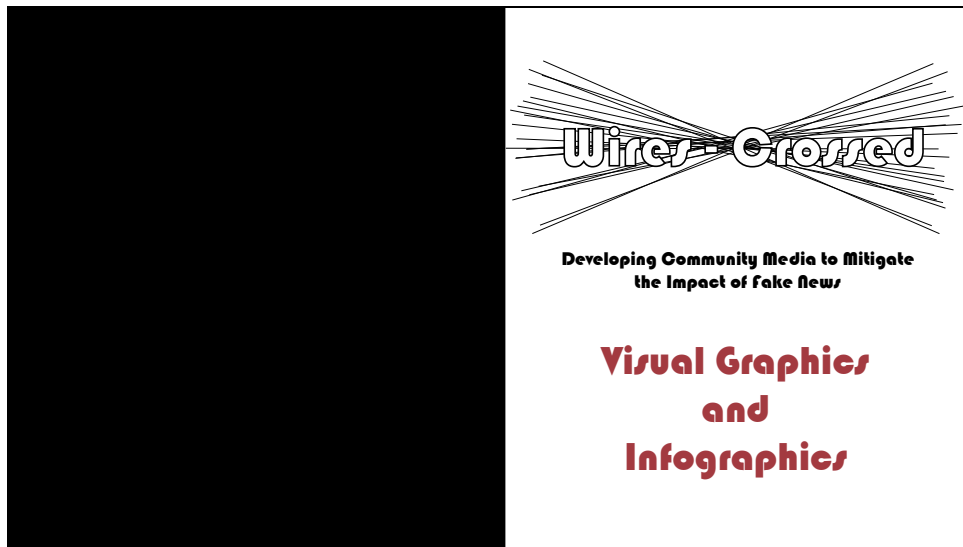


**Developing Community Media to Mitigate
the Impact of Fake News**

**Activity Nr 1:
Deconstruct Design**

The slide is divided into two main sections. The left section is a solid black rectangle. The right section is white and contains the 'Wire-Crossed' logo at the top, which consists of the words 'Wire-Crossed' in a stylized font with many thin lines radiating from the center. Below the logo is the text 'Developing Community Media to Mitigate the Impact of Fake News' in a small, black, sans-serif font. At the bottom of the right section is the title 'Activity Nr 1: Deconstruct Design' in a large, bold, dark red font.









Visual Graphics – a recap!

Visual graphic design, sometimes called graphic design, is essentially **art with a purpose.**

Its used to inform, entice, direct, organize, entertain, and draw attention.





Visual Graphics – a closer look


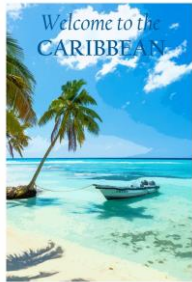

Visual graphic design combines art and technology in order to communicate a message.

This is done through strategic placement of images and text.

Slide 22





It also uses marketing tools such as building emotional connections through every day or idealistic imagery and characteristic colour schemes.




Ikea – Everyday

Dior – Idealistic



Pepsi – Characteristic colour scheme

 Visual graphic design applies a systemic plan to communicate ideas that inspire, inform, and captivate consumers 

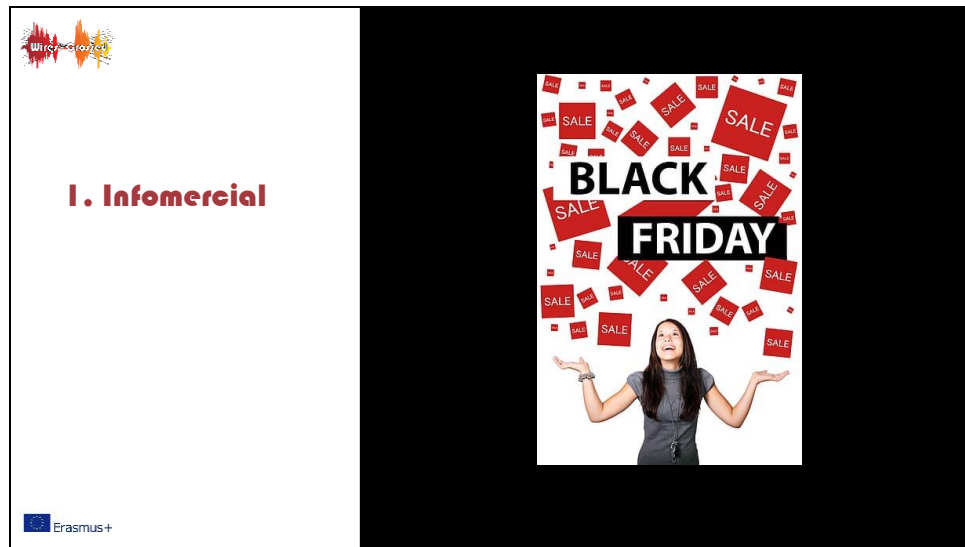


The image displays three distinct posters side-by-side. The first poster, 'We Can Do It!', features Rosie the Riveter, a woman in a blue denim work shirt and a red bandana with white polka dots tied around her head, flexing her right bicep. The background is yellow with a blue banner at the top containing the text 'We Can Do It!'. The second poster, 'EXHIBITION ILLINOIS', has a dark background with a stylized white and yellow graphic of a building and a sun. The text below the graphic reads 'EXHIBITION ILLINOIS', 'FEDERAL ART PROJECT', 'WORKS PROGRESS ADMINISTRATION', 'FEB 16-MAR 12', 'FEDERAL ART GALLERY', '225 W 57th NYC', '10-5 WEEKDAYS 12-5:30 SATURDAY', and '1-5 SUNDAY 7:30-11 PM WEDNESDAY'. The third poster, 'HIDING UNDECLARED INCOME OFFSHORE?', features a world map with a person's face superimposed over it, looking through a hole in the map. The text on the poster includes 'HIDING UNDECLARED INCOME', 'OFFSHORE?', 'WE ARE CLOSING IN ON YOU', and 'HM Revenue & Customs'.

We can do it – Inspire
Art exhibition – Inform
Tobasco - Captivate



Posters come in a variety of formats



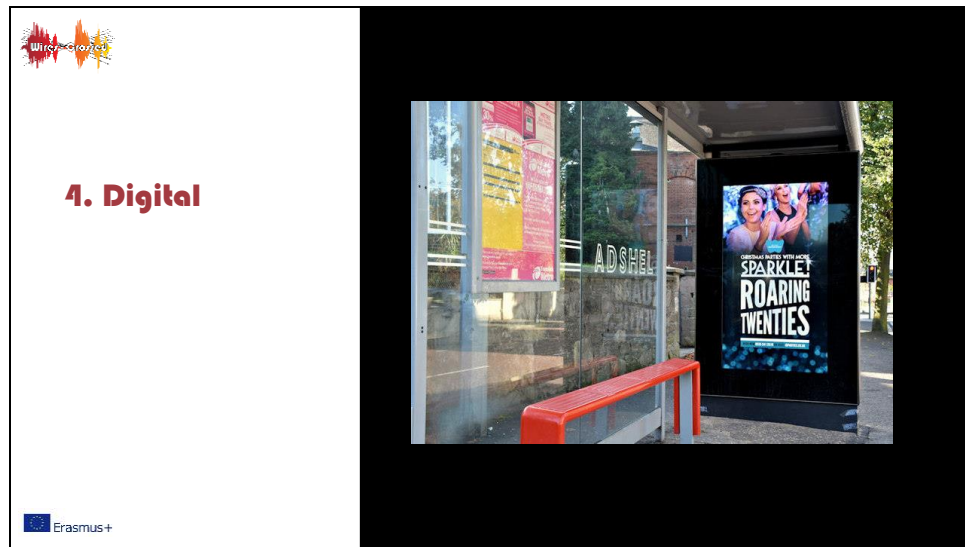
This is one of the most common formats and is widely considered the basic ad poster that you will often see in shop windows or on notice boards. They will usually be attention grabbing and have a large image along with a few snippets of information. They often include a footer informing the reader where they can obtain the product or service.





This format is used for creating awareness. They are frequently used by medical businesses and doctors' practices and do not promote a business, product or service. Instead they spread awareness regarding a public issue



The show format is also referred to as ‘cinematographic posters’ and are usually used to promote the arts. They will typically use an image and include only key points of information such as dates and venue.





The most modern format is 'digital', this format is not printed and is often moving. They are used online, projected on to a space or can be displayed with an LED screen.



Infographics


An infographic, or informational graphic, is a visual representation of information or data.

It is intended to make the data easily understandable almost immediately.





Infographics

Are used to quickly communicate a message and to present large amounts of data in a simplistic way.








Images included in an infographic should do more than engage or excite.

They should help the viewer understand and remember the data shared.



Infographics are bountiful in public environments





Infographics

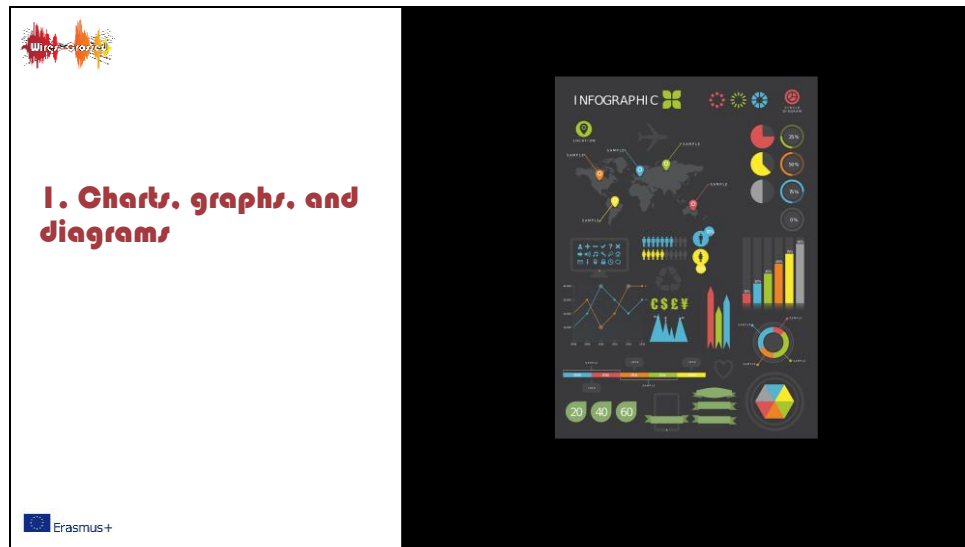
Have been steadily gaining popularity, both in digital and print and in organizations and education.

An effective infographic is **clear**, **effective** and **visually engaging**.

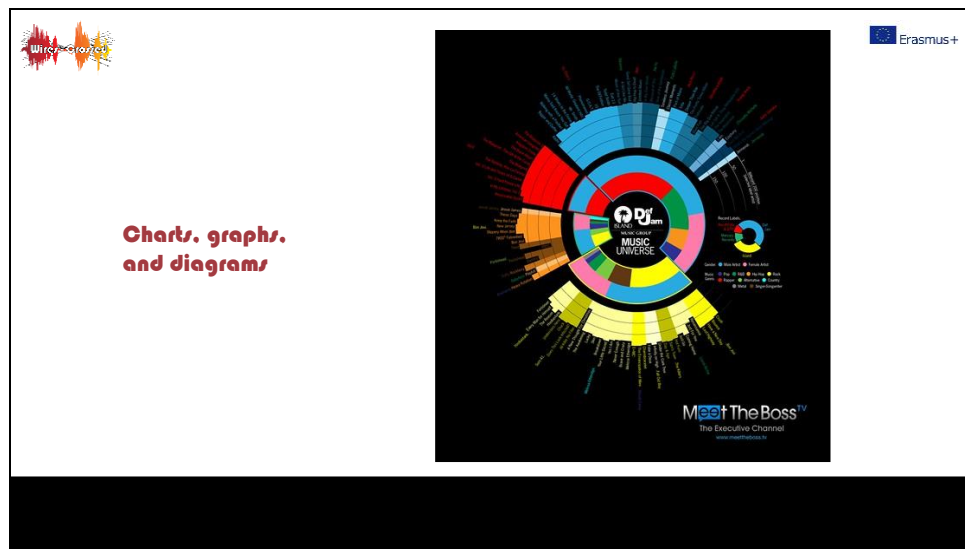
It should present a variety of information while maintaining the attention of the viewer.





**Infographics also come in a variety
of formats**




This is the most abstract style of infographic and uses charts, graphs, and diagrams to relay information.

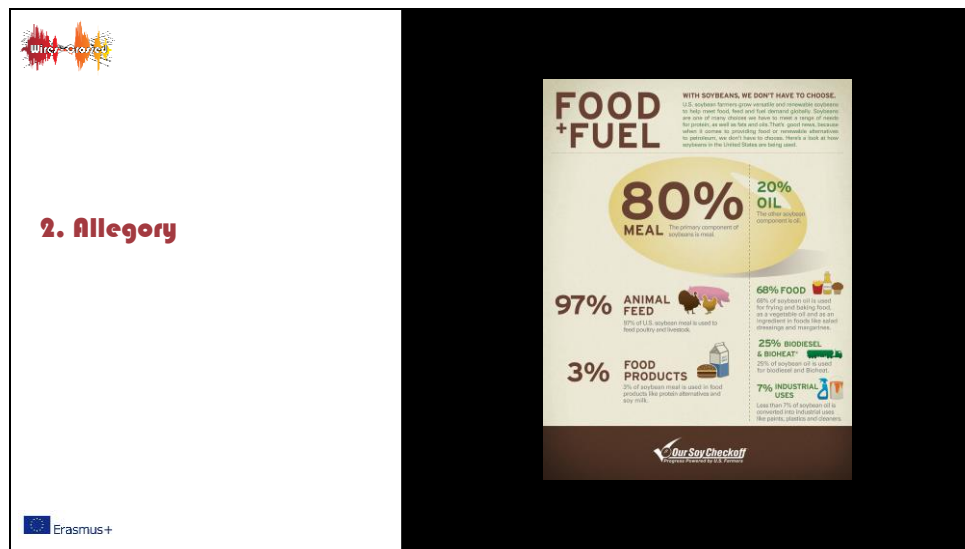




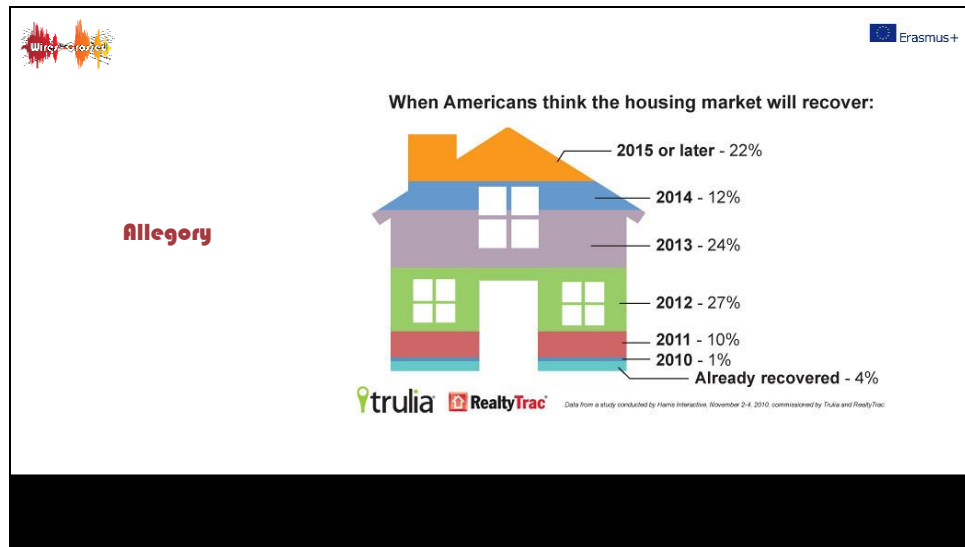


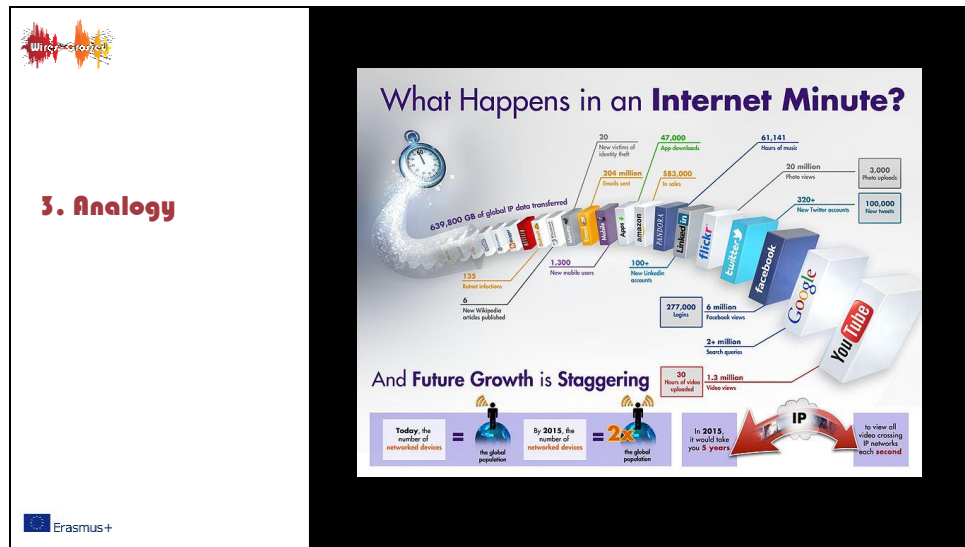
**The use of maps
also falls into this
category**







This type of format will typically look like a physical object, but is commonly simplified and abstract. They often use an image as a visual example for something else, essentially they are a visual metaphor.






This format is similar in the sense it will often look like an object, but the object is a more literal symbol for the data being presented.






THE SANDWICH GENERATION


Analogy




Approximately 18% of Americans ages 45-56 are providing significant amounts of care to both their children and their aging parents. We call these people "The Sandwich Generation."



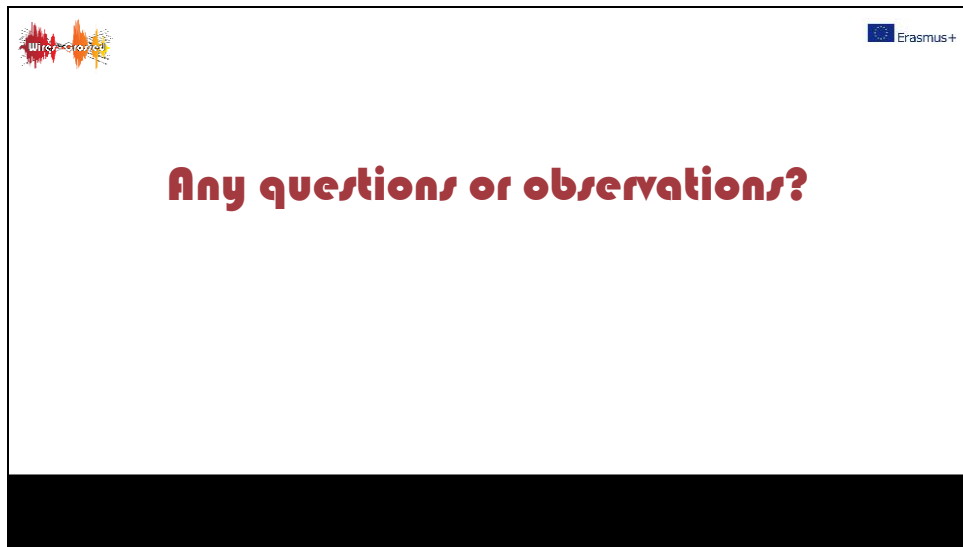
Roughly 20 million households



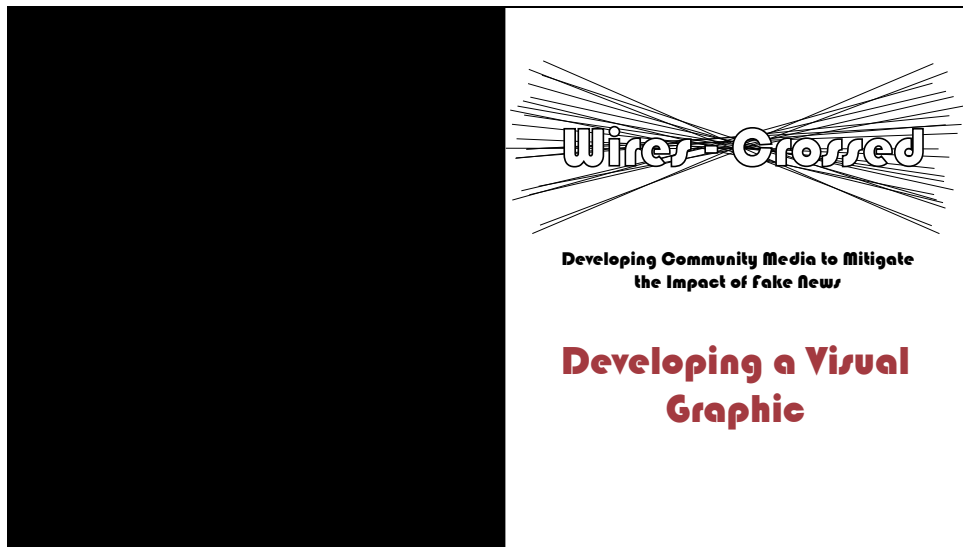
Spend \$18 billion annually and





Give 2.3 billion hours of service annually.



Invite participants to answer this question, welcome various examples.







Colour Psychology

Contrary to its name, colour 'psychology' is not an exact science.


Although we do have emotional responses to certain colours, those responses are easily effected by personal preferences, experiences, cultural differences, and context.



However, it is important to consider the personality of your brand and the mood of your design when picking your pallet.



Colour Theory

In order to do this effectively, luckily there is an exact science!







Developing A Visual Graphic

While it can be fun to sit down at a computer or sketchbook and doodle around with some images and pretty fonts, in order to create a truly effective graphic design there are a variety of things to consider and plan.



Although there is no 'right' way to design, there are some best practices that you should follow.



I. Identify the goal of your design

Think about the information you want to convey and plan your design around that.

Keep it simple and refer to this goal throughout the design process ensuring the core message doesn't get left behind.





2. Consider your brand and its target audience

What values do you stand for, how do you want people to see you?

Keeping a clear idea of the relationship between your brand and its audience will help maintain cohesion.

This will also impact many of your design choices, in terms of layout and colour.





3. Decide where you are going to share this design

It is important to envision where your design will be placed before you start the design process.

Decide if it will be printed, if so what size? Will it be hung near other visual graphics; does it require a 'bleed', which is when the image will touch the very edge of the page and not have the typical white line around the edge of paper.



Perhaps you will want to optimize your design for social media, in this case is it important to select the right dimensions.



4. Include a clear call to action

Your design should clearly state what you would like the viewers to do next.

It may be to make a purchase, visit a website or further spread the information shared on the poster with their peers.





5. Draft an outline

It is always wise to create an outline to ensure all information is clear and concise.


Sometimes we will initially include too much information but with visual graphics, less is more.

You want to make sure you do not overwhelm the viewer




Producing a Visual Graphic


There are numerous open source platforms for creating your own visual graphics. Three of the most popular are:





Canva



Venngage





Piktochart



Producing a Visual Graphic

These platforms offer professionally designed templates, images, icons and fonts.


For any images you want to include but don't feature on these sites, you can visit a free stock photo site.




Stock Photos

A stock photo is a professionally taken photograph, usually of a common place, landmark, nature, event or person that are hosted royalty free and can be used for commercial design purposes


The following websites offer vast variety of images that you can use for your design, without any infringement on copyright.



Pixabay



Unsplash



Pexels



Producing a Visual Graphic

Now that we are almost ready to begin designing a visual graphic, here are some basic principles of design to keep in mind

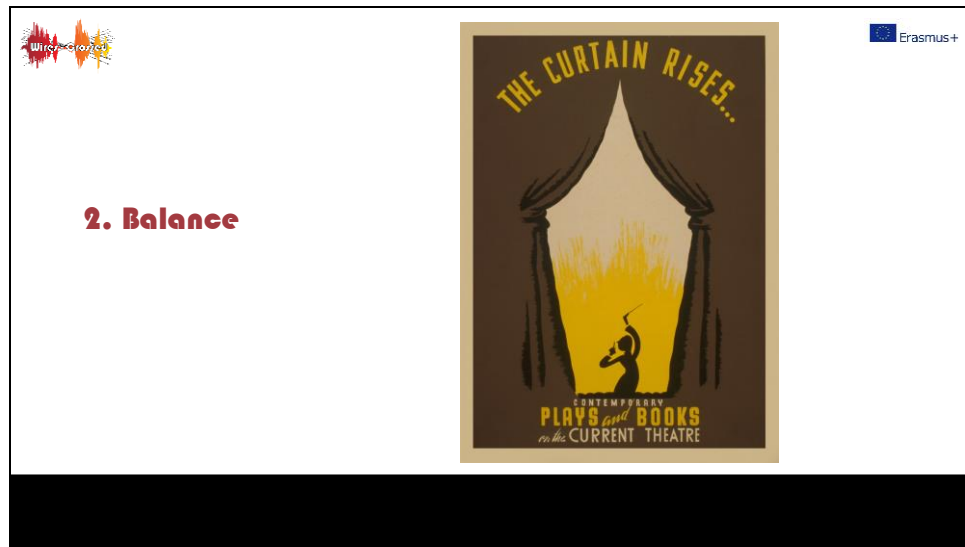




Your design doesn't need to be completely full of elements (shapes, text, images).

The eye needs a place to rest or something compelling to hold it.

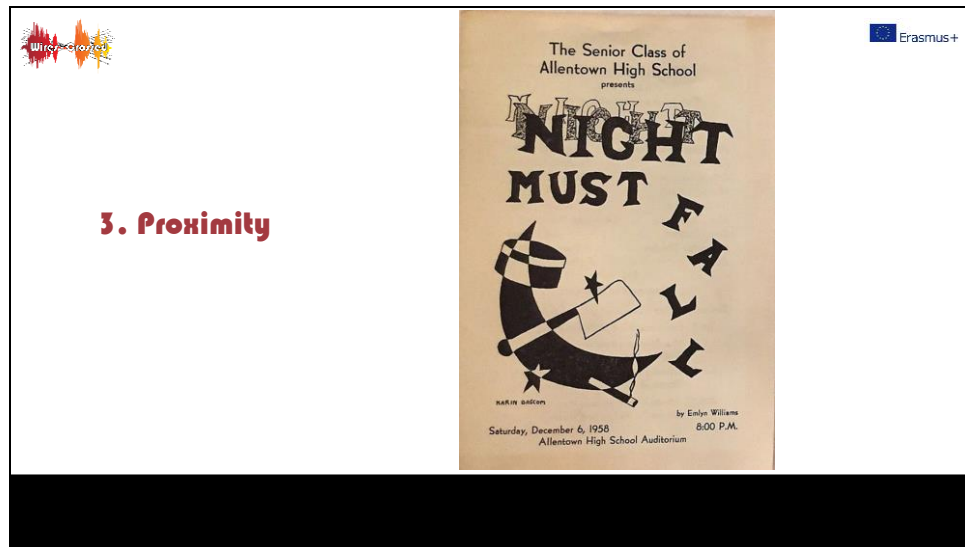
Allow your design to breath and avoid convoluting elements.



Balance is important for the structure of the overall design.


Imagine all the elements of your design have a weight and try to distribute them in a balanced way.

This can be done with colour, scale or contrast to give your design a flow.



Creates a relationship between related elements.



This doesn't mean elements need to be grouped together in a cluster, instead, they can be visually connected in a way of font, colour or size.



4. Alignment



Plays an important role in creating a connection between your elements.

Try to arrange them in a way that they are in relative positions.



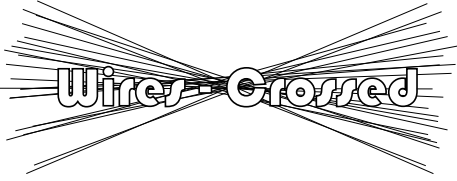
Key points of design preparation – a recap

1. Identify the goal of your poster
2. Consider your brand and its target audience
3. Decide where you are going to share this poster
4. Include a clear call to action
5. Draft an outline





Key principles of design – a recap

1. Space – Allow your design to breath
2. Balance – Think symmetrical or asymmetrical
3. Proximity – Visually connect your elements
4. Alignment – Think before you place



**Developing Community Media to Mitigate
the Impact of Fake News**

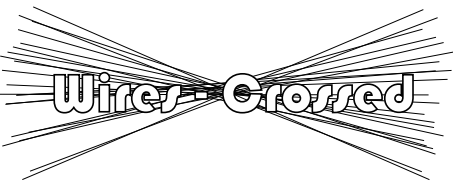
**Activity Nr. 3:
Make your own
Visual Graphic**



Design a poster of your choosing!

Using the knowledge you have gained today, design a poster of your choosing with any format you prefer.

On completion you will be invited to present this to the group!

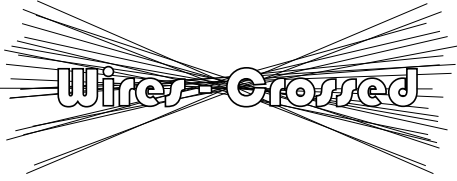


**Developing Community Media to Mitigate
the Impact of Fake News**

**Activity Nr. 4:
Final Work
Presentation**



Well done everyone!



**Developing Community Media to Mitigate
the Impact of Fake News**

Evaluation Form!



Wires - Crossed



dante
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Speha Fresia
SOCIETÀ COOPERATIVA

JUGEND- & KULTURPROJEKT EV.

The Rural Hub

CARDET
CENTRE FOR THE ADVANCEMENT OF RESEARCH & DEVELOPMENT IN EDUCATIONAL TECHNOLOGY

ACUMEN TRAINING



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